

FEB. 29-MAR. 6, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOTAL WORKING PERS				W O M E N					M E N					T E E N S		CHILDREN									
									TOTAL	WORKING	LOH		18-49	18-	18-	25-	35-	18-	18-	25-	35-	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT.
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-	
EVENING																																		
ABC MONDAY NIGHT MOVIE						A	13.3	21	1178	1507	389	330	95	841	325	588	560	437	182	485	173	330	318	253	111	79	52^	101	61					
MON 9.00P 120 ABC 6						B	15.1	23	1338	1666	329	271	92	792	286	506	476	389	225	614	231	409	380	306	158	125	64	135	81					
214 98 FF 6						C	15.1	23	1338	1666	329	271	92	792	286	506	476	389	225	614	231	409	380	306	158	125	64	135	81					
PERFECT PEOPLE																																		
9.00 - 9.30						A	12.9	20	1143	1531	372	312	96	825	301	556	532	430	200	499	172	326	320	255	127	85	56	121	69					
9.30 - 10.00						A	13.2	20	1170	1521	381	323	95	842	336	594	560	429	179	476	164	322	321	255	110	87	58	115	73					
10.00 - 10.30						A	13.7	22	1214	1494	395	336	93	847	336	602	569	441	172	475	176	329	307	245	105	79	53	93	58					
10.30 - 11.00						A	13.4	23	1187	1482	407	348	97	851	325	598	577	445	177	490	182	345	324	255	102	64	41^	78	44^					
ABC SUNDAY NIGHT MOVIE						A	12.3	20	1090	1804	269	207	78	654	263	417	392	312	187	861	325	580	543	441	222	134	42^	154	96					
SUN 9.30P 90 ABC 4						B	14.7	23	1300	1812	359	294	89	830	318	545	510	400	215	695	274	479	456	352	159	136	66	151	92					
213 98 FF 4						C	14.7	23	1300	1812	359	294	89	830	318	545	510	400	215	695	274	479	456	352	159	136	66	151	92					
LONGARM																																		
9.30 - 10.00						A	12.6	19	1116	1830	267	200	84	658	257	413	393	319	191	857	317	579	549	436	223	133	43^	183	114					
10.00 - 10.30						A	12.5	20	1108	1812	277	214	76	662	264	416	393	318	193	863	332	581	542	436	223	136	43^	151	96					
10.30 - 11.00						A	11.7	20	1037	1782	264	209	75	649	270	426	393	301	177	870	328	587	543	455	221	135	41^	128	76					
ABC THURSDAY NIGHT MOVIE(R)						A	9.5	15	842	1601	218	181	70^	545	205	352	293	279	167	706	312	501	467	320	131	184	34^	166	107					

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 29-MAR. 6, 1988

PROGRAM NAME				NO. OF T/C	KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET			AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		C H I L D R E N				
									TOTAL PERS (2+)	18-49	18-49 W/CH	18-49	18-34	18-49	25-34	35-44	45-54	18-34	18-49	25-34	35-44	45-54	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11			
EVENING CONT'D																													
BILL COSBY SHOW	THU	8.00P	30	NBC	10	A	31.5	48	2791	1787	300	244	88	822	297	503	459	358	265	461	168	287	252	216	146	192	103	312	193
		208	99	CS	24	B	28.6	43	2533	1861	340	274	89	863	296	504	451	373	305	503	184	307	274	229	164	181	95	314	198
						C	28.3	45	2512	1818	343	277	88	858	300	497	443	362	307	511	187	307	280	228	168	171	92	278	177
BOB HOPE-AMERICA-TRIBUTE(S)	SAT	10.00P	60	NBC		A	12.3	23	1090	1645	307	206	46^	878	175	351	352	386	458	533	120	222	216	253	266	102	66	131	84
		196	96	CV																									
		10.00 - 10.30				A	13.3	24	1178	1648	313	216	54^	876	190	366	351	377	447	512	128	223	212	231	250	117	75	144	90
		10.30 - 11.00				A	11.3	22	1001	1641	299	195	37^	881	157	334	354	398	471	559	112	221	222	279	285	85	56^	117	77
BOYS WILL BE BOYS	SAT	8.00P	30	FOX	8	A	3.2	6	284	1495	230	204^	29^	440	270	326	250	137^	73^	443	243	368	271	181^	59^	247	111^	364	260
		114	80	CS	8	B	2.9	5	257	1667	261	223	48^	530	267	410	332	219	95^	484	270	403	328	192	53^	269	134	384	264
						C	2.9	5	257	1667	261	223	48^	530	267	410	332	219	95^	484	270	403	328	192	53^	269	134	384	264
CANDID CAMERA-40TH ANNIV.(S,R)	TUE	8.00P	60	CBS		A	11.0	16	975	1639	272	206	59^	752	198	381	369	359	311	588	181	314	301	251	233	104	49^	196	115
		208	99	GV																									
		8.00 - 8.30				A	10.9	16	966	1624	260	199	64^	732	193	379	362	351	298	588	187	324	304	254	225	99	43^	204	115
		8.30 - 9.00				A	11.1	16	983	1654	283	213	54^	772	203	383	376	367	325	587	175	304	297	249	242	108	56^	187	115
CBS SUNDAY MOVIE																													
SUN	9.00P	120	CBS	10	A	12.4	20	1099	1566	266	147	34^	852	143	314	357	442	456	551	90	209	229	275	298	79	45^	84	44^	
	210	99	FF	23	B	16.6	25	1470	1654	335	242	55	854	212	432	437	436	354	627	151	313	324	334	258	80	38	93	60	
					C	17.5	27	1549	1646	339	243	62	874	219	440	442	441	363	605	152	305	310	320	248	79	38	88	54	
SIDE BY SIDE		9.00 - 9.30			A	13.0	20	1152	1569	254	145	32^	846	138	298	338	419	476	550	80	190	209	264	323	80	44^	93	55^	
		9.30 - 10.00			A	12.5	19	1108	1606	273	152	34^	873	149	322	362	444	470	558	86	210	230	289	303	83	45^	93	46^	
		10.00 - 10.30			A	12.1	19	1072	1557	272	150	35^	858	147	324	373	455	445	543	92	211	235	274	285	79	47^	77	39^	
		10.30 - 11.00			A	11.9	20	1054	1543	267	144	35^	835	140	315	362	454	435	559	105	227	245	276	282	75	45^	73	33^	
CHEERS	THU	9.00P	30	NBC	10	A	25.9	39	2295	1669	357	308	97	793	331	547	487	359	194	492	216	358	308	216	114	166	82	217	137
		206	99	CS	23	B	23.7	36	2103	1730	364	307	107	816	338	540	475	342	227	538	229	378	337	242	128	168	88	209	129
					C	23.9	38	2116	1718	365	305	107	819	341	536	473	337	234	552	233	380	342	247	136	160	86	187	113	
CRIME STORY	TUE	10.00P	60	NBC	7	A	11.4	19	1010	1627	303	230	61^	753	166	396	403	443	286	688	186	398	403	406	211	126	56^	60^	45^
		201	99	OP	17	B	12.0	21	1067	1637	282	215	63	761	180	395	394	412	307	684	189	394	382	383	230	113	53	79	45
		10.00 - 10.30			C	12.0	21	1066	1606	281	208	58	751	183	383	385	401	308	673	197	387	372	368	232	100	46	82	47	
		10.30 - 11.00			A	12.6	21	1116	1611	306	228	57	759	168	387	394	435	299	673	173	382	393	403	215	116	51^	63	50^	
					A	10.2	18	904	1645	299	233	66^	745	163	407	413	453	270	706	202	417	416	411	207	138	62^	56^	40^	
DALLAS	FRI	9.00P	60	CBS	8	A	16.4	27	1453	1595	307	205	61	969	200	392	403	417	504	487	126	218	217	198	241	37^	23^	102	61
		207	99	GD	21	B	17.2	28	1526	1626	327	238	53	969	218	421	432	427	476	490	121	226	229	221	231	58	30	110	72
		9.00 - 9.30			C	17.0	29	1510	1644	325	236	68	967	227	432	446	423	464	491	122	235	241	229	221	57	32	130	88	
		9.30 - 10.00			A	15.6	26	1382	1594	293	194	64	969	204	387	390	405	509	486	128	214	214	188	245	31^	19^	108	62	
					A	17.1	28	1515	1606	322	216	58	974	197	399	418	430	502	492	124	223	220	210	239	42	26^	98	60	

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FEB. 29 - MAR. 6, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	OF T/C		AVG. AUD. %	SH %	AVG. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		C H I L D R E N				
									PERS	WOMEN	LOH 18-49 W/CH	18-49	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11			
#STNS	CVG%	TYPE							(2+)	18+	49	<3	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	17	17	11	11	
EVENING CONT'D																													
DAY BY DAY SPECIAL(S)					A	18.6	28	1648	1843	318	272	106	785	337	550	468	333	195	463	193	338	302	227	97	200	93	394	233	
MON 8.30P 30 NBC	203 99 CS																												
DAY BY DAY SPCL(S)					A	28.1	43	2490	1745	325	269	95	827	322	530	476	357	241	418	158	275	241	191	120	192	103	306	198	
THU 8.30P 30 NBC	205 99 CS																												
DAY BY DAY					A	17.3	26	1533	1838	337	281	93	825	334	535	454	348	243	525	243	389	318	215	121	210	134	278	194	
SUN 8.30P 30 NBC	204 99 CS			1	B	17.3	26	1533	1838	337	281	93	825	334	535	454	348	243	525	243	389	318	215	121	210	134	278	194	
				1	C	17.3	26	1533	1838	337	281	93	825	334	535	454	348	243	525	243	389	318	215	121	210	134	278	194	
DISNEY SUNDAY MOVIE					A	9.3	15	824	1995	285	254	126	704	324	556	472	305	113	545	271	422	393	226	80	219	116	528	338	
SUN 7.00P 60 ABC	212 98 FF			6	B	12.1	18	1073	2110	288	251	104	713	309	535	475	334	141	641	286	508	480	322	88	213	106	543	345	
14 GOING ON 30, PT. 1	7.00 - 7.30			20	C	11.2	18	997	2051	283	240	106	724	294	501	449	330	187	601	252	446	415	297	117	208	102	518	328	
	7.30 - 8.00				A	8.3	14	735	1978	282	250	131	711	316	559	476	312	121	545	271	426	401	220	78^	210	115	512	320	
					A	10.3	17	913	2009	287	257	122	698	330	554	469	299	106	545	272	419	386	232	81	226	117	540	353	
DOLLY					A	10.3	18	913	1664	282	203	63^	841	150	365	386	419	405	615	141	294	313	304	261	48^	22^	161	107	
SAT 8.00P 60 ABC	209 98 GV			5	B	11.1	19	987	1752	275	194	72	855	180	380	404	411	398	625	149	322	335	332	252	61	29^	210	133	
8.00 - 8.30				5	C	11.1	19	987	1752	275	194	72	855	180	380	404	411	398	625	149	322	335	332	252	61	29^	210	133	
8.30 - 9.00					A	9.9	17	877	1668	264	188	67^	836	145	348	371	401	417	616	134	286	315	301	268	51^	17^	166	107	
					A	10.7	18	948	1661	298	217	60^	846	154	382	400	437	393	613	147	301	310	306	254	46^	27^	156	107	
DUET					A	4.4	7	390	1533	242	215	86^	651	353	498	366	217	127^	539	315	436	306	165	90^	180	111^	163^	103^	
SUN 9.30P 30 FOX	117 84 CS			10	B	3.1	5	270	1564	313	278	91^	679	373	529	425	248	128	558	325	455	347	198	77^	174	101^	154	97^	
				20	C	2.9	4	257	1640	327	295	85^	668	373	533	420	244	114	601	340	497	389	227	79^	202	121	170	108	
DYNASTY					A	11.1	19	983	1509	334	247	77	879	230	433	436	430	393	443	110	188	198	211	214	97	51^	90	56^	
WED 10.00P 60 ABC	212 99 GD			8	B	14.2	24	1254	1570	336	270	88	886	291	500	448	382	341	461	188	277	234	183	157	112	68	111	66	
				19	C	14.4	25	1274	1563	341	275	89	884	292	494	447	375	344	457	181	275	245	192	149	106	64	116	73	
10.00 - 10.30					A	11.1	18	983	1510	328	242	79	868	232	427	425	419	390	439	113	190	194	207	211	104	53^	99	61^	
10.30 - 11.00					A	11.1	19	983	1508	340	253	76	889	228	439	446	441	395	447	107	186	201	216	217	90	48^	82	51^	
FACTS OF LIFE					A	14.2	25	1258	1794	299	244	76	812	258	461	376	328	324	479	185	298	258	200	153	207	137	297	206	
SAT 8.00P 30 NBC	193 95 CS			10	B	14.9	25	1320	1748	310	247	87	822	276	450	381	318	329	460	169	277	246	201	150	187	118	280	188	
				21	C	14.9	26	1319	1736	309	243	79	836	266	440	384	323	351	456	162	264	238	196	160	173	112	270	178	
FALCON CREST					A	14.3	26	1267	1564	304	208	47^	947	198	400	414	423	488	456	125	198	186	181	232	47^	31^	114	73	
FRI 10.00P 60 CBS	208 99 GD			8	B	14.5	25	1285	1581	321	239	50	958	230	429	432	429	465	456	123	206	205	200	219	64	41	103	70	
				20	C	14.5	26	1285	1588	324	241	62	952	229	436	442	427	451	455	120	213	216	208	211	65	41	117	82	
10.00 - 10.30					A	14.5	25	1285	1564	309	207	44^	949	195	395	407	419	493	455	122	193	182	177	237	45^	30^	115	73	
10.30 - 11.00					A	14.1	26	1249	1563	299	210	50^	945	200	405	420	428	483	457	128	203	190	185	227	48^	33^	113	73	
FAMILY TIES					A	18.0	28	1595	1904	345	290	83	827	339	525	438	338	251	553	270	410	319	220	121	220	150	304	204	
CONT'D																													

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PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 29 - MAR. 6, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C						K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN							
									PERS (2+)	WOMEN 18+ 49	18-49 W/CH <3		TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 6	TOT. 6- 11				
EVENING CONT'D																																
MACGYVER-CONT'D																																
8.00 - 8.30									A	13.3	21	1178	1731	271	193	55	806	178	392	406	434	347	612	145	297	296	323	268	141	68	172	101
8.30 - 9.00									A	14.7	22	1302	1730	275	200	55	771	188	392	386	398	322	614	172	324	312	301	243	155	63	190	119
MARRIED...WITH CHILDREN									A	4.6	7	408	1806	256	213	120^	590	334	443	344	218	113^	653	417	544	330	204	80^	196	86^	368	242
SUN 8.30P 30 FOX 10									B	4.6	7	409	1907	319	290	118	684	392	539	443	241	119	694	426	591	438	235	72	208	83	322	222
120 85 CS 20									C	4.4	6	387	1942	328	293	106	683	381	541	429	252	111	701	424	594	456	245	78	235	98	323	213
MATLOCK(R)									A	16.1	24	1426	1640	251	170	52	871	145	332	362	420	478	589	85	216	235	303	327	73	35^	107	70
TUE 8.00P 60 NBC 10									B	18.5	27	1637	1666	257	174	51	896	127	324	359	449	502	607	95	231	245	311	329	70	38	93	57
208 99 GD 20									C	17.7	27	1567	1636	250	162	49	885	126	307	346	441	505	600	99	229	241	303	326	64	32	88	51
8.00 - 8.30									A	15.9	24	1409	1630	241	161	53	860	145	325	350	411	477	581	83	210	226	291	326	74	39^	115	77
8.30 - 9.00									A	16.4	24	1453	1640	259	178	51	877	145	336	371	425	476	593	87	221	242	312	326	71	32^	99	63
MIAMI VICE									A	14.5	24	1285	1750	319	271	95	747	277	515	465	394	188	677	295	489	428	305	156	148	56	177	107
FRI 9.00P 60 NBC 9									B	13.5	22	1200	1767	332	286	107	760	298	521	455	357	203	659	283	453	409	292	162	146	74	202	119
204 98 OP 20									C	13.8	23	1225	1779	330	279	102	762	301	515	454	352	210	658	278	445	413	297	166	142	73	218	126
9.00 - 9.30									A	13.7	23	1214	1745	324	274	94	757	272	509	466	398	201	675	285	475	421	306	167	146	54	166	95
9.30 - 10.00									A	15.3	25	1356	1754	315	269	96	738	281	520	463	390	177	679	304	501	434	304	147	150	58	187	118

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PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
								TOTAL WORKING			LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18+ 49	18-49 <3		18- TOTAL	18- 34	18- 49	25- 54	35- 64	35- 55+	18- TOTAL	18- 34	18- 49	25- 54	35- 64	35- 55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11
EVENING CONT'D																											
MOVIE OF THE WEEK-WED(S, -CONT'D																											
201 98 FF																											
PLACES IN THE HEART																											
9.00 - 9.30																											
9.30 - 10.00																											
10.00 - 10.30																											
10.30 - 11.00																											
11.00 - 11.30																											
MURDER, SHE WROTE(R)																											
SUN 8.00P 60 CBS 9																											
211 99 SM 24																											
8.00 - 8.30																											
8.30 - 9.00																											
NBC MONDAY NIGHT MOVIES																											
MON 9.00P 120 NBC 8																											
202 99 FF 21																											
17.0 27 1509																											
17.0 26 1505																											
16.7 26 1480																											
18.5 28 1639																											
18.1 28 1604																											
20.3 30 1797																											
20.0 29 1770																											
18.3 28 1621																											
11.6 23 1028																											
11.9 21 1054																											
12.1 20 1072																											
11.4 17 1010																											
10.9 16 966																											
11.6 23 1028																											
11.9 21 1054																											
12.1 20 1072																											
11.4 17 1010																											
10.9 16 966																											
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

24 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 29-MAR. 6, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN					
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	WOMEN	18-49																	TOT.	FEM.	TOT.	TOT.
	#STNS	CVG%	TYPE					(2+)	18+	49	<3		18-	18-	25-	35-		18-	18-	25-	35-		12-	12-	2-	6-				
EVENING CONT'D																														
OLYMPIC DIARY-MON MON 10.44P 214 98 ABC SC 22					A	13.8	23	1223	1477	415	355	101	851	333	606	588	444	167	493	192	359	338	254	92	60	41^	73	38^		
					B	12.3	22	1088	1611	305	251	93	773	290	489	441	362	226	627	244	419	392	306	156	107	50	105	55		
					C	12.7	21	1126	1652	270	214	71	719	227	407	376	351	263	664	232	406	382	323	201	124	57	145	83		
OLYMPIC DIARY-TUE TUE 10.42P 215 99 ABC SC 22					A	12.2	21	1081	1484	338	297	141	779	419	629	543	314	121	533	287	442	409	229	46^	69	41^	104	52^		
					B	13.0	23	1153	1548	362	325	162	813	470	669	565	284	111	511	281	424	389	208	50	113	69	111	61		
					C	13.9	25	1228	1563	359	314	145	830	436	635	539	307	158	500	255	389	352	206	79	115	69	117	70		
OLYMPIC DIARY-WED WED 10.46P 212 99 ABC SC 21					A	11.1	19	983	1505	348	261	81	905	232	450	464	448	398	449	106	181	196	219	223	70	38^	81	49^		
					B	14.3	25	1264	1542	341	274	90	894	294	505	454	385	343	447	178	261	223	177	158	102	62	100	57		
					C	14.4	26	1276	1541	338	271	85	889	286	489	446	380	352	449	172	264	239	192	153	98	58	105	66		
OLYMPIC DIARY-THU THU 10.34P 201 97 ABC SC 21					A	9.8	16	868	1590	209	183	80	524	204	358	307	275	146	746	327	557	523	356	117	194	31^	127	73^		
					B	9.4	16	828	1617	245	198	80	616	224	411	370	306	167	751	301	518	482	365	172	139	40	111	64		
					C	9.9	17	874	1632	267	209	76	687	228	416	383	341	226	685	258	448	413	332	184	129	50	131	85		
OLYMPIC DIARY-FRI FRI 10.50P 218 99 ABC SC 23					A	11.4	21	1010	1560	298	206	73	836	170	429	478	496	327	552	98	265	341	338	196	83	36^	89	69		
					B	12.6	22	1112	1612	310	233	68	798	216	437	451	420	292	631	175	357	381	330	207	85	36	99	67		
					C	12.5	23	1111	1607	302	225	82	803	230	440	438	403	297	626	185	363	375	313	204	85	38	93	58		
OLYMPIC DIARY-SAT 1					A	14.3	27	1267	1748	312	252	95	794	238	465	425	388	278	655	188	385	374	342	211	156	78	143	107		
SAT 10.45P 205 98 ABC SC 21					B	12.2	22	1078	1709	337	270	85	816	245	471	432	408	302	610	199	359	358	308	194	130	75	153	104		
					C	9.9	19	879	1630	332	265	84	818	252	452	420	384	315	538	190	315	310	255	174	122	75	152	97		
					OLYMPIC DIARY-SUN 1 SUN 10.40P 213 98 ABC SC 19					A	11.9	20	1054	1786	261	206	75	645	275	418	390	293	180	873	332	579	534	451	231	134
B	13.7	22	1212	1737						356	290	86	848	305	537	505	415	242	666	236	435	424	350	174	114	56	108	64		
C	11.8	20	1046	1713						339	265	87	840	250	480	469	425	291	652	204	400	394	353	193	109	53	113	74		
OUR HOUSE SUN 7.00P 194 97 NBC GD 22 7.00 - 7.30 7.30 - 8.00					A	10.3	17	913	1779	279	220	44^	787	209	377	340	355	363	545	171	313	260	253	208	204	133	243	153		
					B	11.1	17	984	1819	318	255	68	806	232	441	409	378	314	559	183	333	316	278	179	171	96	282	203		
					C	11.9	19	1057	1825	331	268	70	812	248	450	423	366	310	574	198	350	329	278	176	169	91	269	188		
					A	9.6	17	851	1763	270	204	44^	782	209	353	323	343	376	552	170	308	261	255	215	200	126	229	141		
					A	11.0	18	975	1793	287	233	44^	792	210	398	355	366	352	539	173	318	259	251	201	207	140	255	163		
PERFECT STRANGERS FRI 8.00P 208 97 ABC CS 1					A	14.1	24	1249	1759	280	227	106	772	280	466	441	340	252	490	185	308	283	236	148	140	73	358	221		
					B	14.1	24	1249	1759	280	227	106	772	280	466	441	340	252	490	185	308	283	236	148	140	73	358	221		
					C	14.1	24	1249	1759	280	227	106	772	280	466	441	340	252	490	185	308	283	236	148	140	73	358	221		
PRESIDENTIAL PORTRAIT TUE&THU 9.58P 207 98 CBS DO 58					A	14.9	23	1320	1652	292	230	66	853	228	438	410	391	367	503	134	247	244	225	217	136	64	160	105		
					B	13.3	21	1176	1592	321	242	68	862	233	443	427	413	361	521	151	277	269	256	208	94	47	115	69		
					C	13.1	21	1163	1587	321	239	72	852	237	437	424	403	354	534	159	289	280	264	207	91	46	110	69		
SIMON & SIMON THU 9.00P 200 93 CBS PD 12 9.00 - 9.30 9.30 - 10.00					A	12.1	18	1072	1661	286	210	60	808	193	403	396	396	351	579	149	303	306	281	224	113	44^	161	105		
					B	12.9	19	1146	1652	291	210	67	832	206	413	410	410	358	569	165	307	311	286	213	105	52	145	92		
					C	12.7	19	1127	1643	283	202	68	827	203	406	402	406	360	571	167	308	310	286	213	100	50	145	89		
					A	11.6	18	1028	1693	281	206	62^	802	190	398	388	394	349	596	161	323	329	293	219	108	43^	187	121		
					A	12.5	19	1108	1644	292	215	58	819	197	410	406	402	357	568	138	287	288	272	231	120	45^	137	91		

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 29-MAR. 6, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 29-MAR. 6, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C						K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
										TOTAL WORKING LOH PERS WOMEN 18-49				W O M E N					M E N					T E E N S		CHILDREN		
							18- W/CH <3				18- 18- 25- 35- TOTAL 34 49 54 64 55+	18- 18- 25- 35- TOTAL 34 49 54 64 55+					TOT. FEM. 12- 12- 17 17		TOT. TOT. 2- 6- 11 11									
EVENING CONT'D																												
227(R)-CONT'D																												
SAT	8.30P	30	NBC	10	B	16.7	27	1477	1761	317	253	85	851	272	451	394	333	355	465	174	282	249	192	154	172	106	273	188
	192	95	CS	22	C	16.7	29	1484	1748	316	248	72	868	260	437	392	345	384	463	160	263	240	196	169	160	100	257	174
WEREWOLF					A	4.2	6	372	1775	220	186	95^	552	312	440	355	213	85^	612	361	545	378	233	46^	245	97^	366	276
SUN	8.00P	30	FOX	10	B	4.1	6	362	1931	315	283	99	683	347	541	454	292	103	659	367	562	441	259	70^	238	104	350	254
	121	86	SM	20	C	4.1	6	362	1975	325	288	91	691	363	555	444	286	98	669	375	564	453	264	76	259	114	355	237
WEST 57TH					A	8.2	15	727	1591	374	272	71^	796	233	436	459	407	268	634	180	356	415	345	205	76^	34^	85^	45^
SAT	10.00P	60	CBS	9	B	8.4	15	743	1609	300	231	73	786	227	422	429	387	293	641	211	379	385	307	208	73	28^	109	67
	197	97	DN	22	C	7.6	14	672	1587	299	230	70	777	228	416	420	371	295	633	199	375	380	308	209	77	32^	100	58
	10.00 - 10.30				A	8.6	16	762	1590	382	276	70^	777	216	427	452	421	259	630	173	349	408	353	208	81^	35^	101	51^
	10.30 - 11.00				A	7.9	15	700	1572	361	265	72^	806	250	440	462	387	274	630	185	359	417	332	199	69^	32^	67^	38^
WHO'S THE BOSS?					A	22.0	33	1949	1760	317	258	76	725	303	477	426	305	204	486	229	360	310	214	90	222	124	327	207
TUE	8.00P	30	ABC	8	B	21.9	32	1938	1809	350	296	106	780	352	536	455	304	205	484	227	353	310	207	99	223	119	322	215
	220	99	CS	21	C	21.7	33	1921	1776	348	294	101	773	342	522	442	301	209	478	224	342	296	201	103	216	119	307	208
WILLIE NELSON SPECIAL(S)					A	8.5	14	753	1712	340	227	48^	830	167	383	402	421	373	691	160	346	396	394	274	58^	24^	133	57^
SAT	9.00P	60	CBS																									
200 97 GV																												
	9.00 - 9.30				A	8.2	14	727	1787	341	225	51^	847	166	400	414	431	377	713	174	372	414	405	269	67^	31^	160	72^
	9.30 - 10.00				A	8.7	15	771	1661	344	232	46^	823	170	372	395	417	373	679	149	326	383	387	281	49^	18^	110	44^
WOMEN IN PRISON(R)					A	2.6	4	230	1460	184^	143^	6^	414	213^	271^	218^	141^	87^	406	174^	270^	214^	160^	117^	216^	134^	424	334
SAT	8.30P	30	FOX	10	B	2.4	4	212	1732	241	198	59^	517	251	381	315	219	106^	519	273	406	338	207	78^	261	153	435	318
	112	79	CS	19	C	2.5	4	221	1680	264	212	64^	557	239	381	334	263	136	530	252	387	329	216	111^	233	134	360	257

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 29-MAR. 6, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C					KEY	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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										TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	MALE 12- 17	FEM. 12- 17	TOT. 12- 14	TOT. 2- 5	MALE 6- 11	FEM. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

34 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 29-MAR. 6, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN				W O M E N						M E N						T E E N S MALE FEM.		
DAY	TIME	DUR	NET	NO. OF T/C																								
	#STNS	CVG%	TYPE																									
LATE FRINGE																												
ABC NEWS:NIGHTLINE					A	5.2	15	464	1384	247	174	181	53^	695	160	353	344	391	355	79	589	183	340	316	281	349	32^	26^
M-WF 11.30P					B	5.4	15	474	1380	251	185	193	65	708	188	370	352	409	371	67	567	194	331	307	368	340	28^	20^
212 98					C	5.3	16	474	1402	251	182	190	66	714	183	358	339	399	362	64	581	179	321	299	359	331	25^	22^
THU 11.30P																												
11.30 - 12.00					A	5.2	15	464	1385	248	175	182	53^	696	161	354	345	392	356	79	590	183	341	316	382	349	32^	26^
12.00 - 12.30					A	3.8	14	337	1496	216	119^	149^	64^	697	126^	282	269	310	269	80^	605	139^	340	315	419	407	79^	48^
ABC WEEKEND REPORT-SAT.					A	2.4	7	213	1332	308	225^	226^	58^	589	212^	394	385	430	379	94^	618	234^	464	421	467	415	24^	38^
SAT 11.30P					B	2.2	7	193	1492	325	236	248	72^	755	196	425	409	470	427	78^	544	209	350	335	407	362	24^	46^
130 71					C	2.1	6	185	1434	309	239	234	80^	727	196	396	372	429	388	70^	546	185	319	300	368	333	21^	40^
ABC WEEKEND REPORT-SUN.					A	2.0	11	177	1284	200^	145^	163^	<<	490	66^	229^	229^	266^	266^	50^	766	219^	391	374	520	487	7^	<<
SUN 1.30A					B	2.2	10	195	1423	276	213	216	80^	645	189	369	357	423	375	82^	611	229	408	383	468	437	45^	35^
148 80					C	2.1	9	189	1396	259	208	210	65^	653	175	355	342	408	369	65^	599	200	385	367	438	414	42^	29^
CBS LATE NIGHT I					A	4.0	16	352	1372	292	236	227	81^	745	249	437	404	444	403	96	539	190	326	307	375	321	26^	24^
MON 11.30P					B	3.9	15	345	1418	297	238	234	88	758	232	437	404	458	418	81	545	176	334	317	369	323	29^	29^
178 85					C	3.8	15	333	1387	282	216	225	83	756	217	408	378	434	396	69^	523	175	318	302	354	315	24^	27^
TUE 11.32P																												
66																												
WED 11.36P																												
THU 11.30P																												
11.30 - 12.00					A	4.2	14	374	1403	306	251	237	86	773	255	455	421	460	417	95	530	178	315	296	362	312	31^	26^
12.00 - 12.30					A	3.8	17	337	1367	284	228	222	77^	734	247	430	397	437	399	96	553	200	338	317	387	332	25^	22^
12.30 - 1.00					A	3.4	17	300	1380	293	221	227	86^	738	255	426	392	444	403	107	568	212	358	337	411	344	18^	28^
CBS LATE NIGHT II					A	2.5	14	218	1336	321	239	249	73^	725	263	445	416	463	428	87^	518	209	340	308	377	327	16^	34^
MON 12.34A					B	2.5	14	218	1375	308	245	235	92^	715	239	446	415	459	415	94^	537	202	366	346	395	338	31^	37^
174 84					C	2.4	14	210	1349	303	235	239	93^	719	233	431	399	450	407	85^	511	205	350	330	379	327	25^	32^
TUE 12.38A																												
WED 12.42A																												
THU 12.36A																												
FRI 1.00A																												
12.30 - 1.00					A	2.7	15	239	1316	284	212	224	70^	711	249	425	391	437	407	82^	526	200	336	313	383	333	16^	23^
1.00 - 1.30					A	2.3	14	201	1359	342	259	263	83^	737	284	465	433	476	437	92^	522	213	344	312	380	323	15^	40^
1.30 - 2.00					A	2.3	12	204	1482	405	273^	314	54^	818	253^	484	484	555	519	93^	540	249^	379	314	393	368	27^	51^
CBS NEWS NIGHTWATCH-1					A	1.0	10	89	1242	310^	258^	273^	32^	722	238^	444	431	461	441	27^	426	110^	241^	237^	279^	255^	<<	10^
MTHSU 2.00A					B	0.9	9	82	1277	290^	213^	227^	68^	683	228^	391	369	412	376	66^	496	174^	303^	283^	358	332	33^	17^
51 53					C	0.9	9	79	1252	284^	212^	213^	70^	693	237^	388	361	410	378	68^	467	183^	312^	288^	335	305^	21^	16^
TUE 2.02A																												
WED 2.06A																												
24																												
CBS NEWS NIGHTWATCH-2					A	1.0	13	92	1187	324^	261^	275^	20^	680	203^	393	384	416	406	31^	425	97^	195^	195^	251^	220^	<<	10^
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB.29-MAR.6, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C						K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOTAL				W O M E N						M E N						T E E N S			
										PERS	18- 25-			15-	18- 18- 21-			21- 25-	15-	18- 18- 21-			21- 25-	12- 12-					
									(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17	
LATE FRINGE CONT'D																													
CBS NEWS NIGHTWATCH-2-CONT'D																													
M-THSU	2.30A	30	CBS	47		B	0.9	11	82	1215	309^	206^	223^	53v	656	204^	365	346	393	366	64v	471	153^	263^	247^	330	301^	32v	16v
	64	63	N	116		C	0.9	11	78	1218	311^	213^	216^	64v	677	226^	379	354	407	378	65v	458	179^	296^	276^	326^	293^	19v	15v
CBS NEWS NIGHTWATCH-3																													
M-THSU	3.00A	180	CBS	49		A	1.0	17	85	1063	347^	234^	259^	15v	684	188^	335^	334^	393^	379^	37v	322^	118^	168^	168^	212^	175^	<<	<<
	101	81	N	118		B	0.9	15	75	1096	298^	192^	204^	39v	674	159^	318^	303^	363	343	55v	366	123^	201^	195^	249^	210^	17v	8v
	3.00 - 3.30					C	0.8	16	74	1118	301^	181^	200^	52v	688	172^	308^	287^	367	342^	52v	363	133^	218^	210^	242^	204^	11v	10v
	3.30 - 4.00					A	1.0	14	89	1117	358^	282^	300^	16v	698	213^	381	373^	414	406	37v	355^	117^	206^	205^	257^	221^	<<	<<
	4.00 - 4.30					A	1.0	17	89	1100	352^	252^	284^	<<	682	212^	372^	372^	437	428	47v	358^	145^	207^	207^	269^	222^	<<	<<
	4.30 - 5.00					A	0.9	18	82	1059	353^	242^	250^	17v	694	208^	345^	345^	392^	375^	45v	314^	134^	165^	165^	208^	163^	<<	<<
	5.00 - 5.30					A	0.9	19	82	1051	349^	226^	237^	18v	684	185^	315^	315^	366^	348^	38v	307^	112^	150^	150^	195^	157^	<<	<<
	5.30 - 6.00					A	0.9	18	80	1103	345^	214^	243^	20v	725	175^	334^	334^	397^	377^	33v	319^	105v	145^	145^	191^	158^	<<	<<
						A	0.9	17	82	1054	363^	204^	262^	12v	696	149^	294^	294^	390^	378^	30v	308^	103v	149^	149^	170^	140^	<<	<<
CBS SUNDAY NEWS																													
SUN	11.30P	15	CBS	10		A	2.4	7	213	1393	141^	94^	106^	50v	718	149^	341	337	370	326	75v	561	177^	307	274^	325	284^	20v	<<
	108	59	N	24		B	3.1	7	276	1482	292	213	209	61^	777	165	394	380	414	379	69^	611	152	304	289	333	295	32^	17v
						C	3.4	8	302	1461	292	214	220	54^	813	172	386	372	416	382	58^	555	132	280	267	308	279	28^	12v
DAVID LETTERMAN I																													
						A	4.0	20	356	1337	251	212	181	118	628	240	421	382	400	337	161	601	361	502	460	474	375	52^	26^
MITHF																													
	12.30A	30	NBC	50		B	4.2	20	373	1396	279	236	203	118	655	282	443	399	434	379	169	596	339	470	414	442	358	54^	41^
	205	99	GV	114		C	4.0	20	358	1399	288	245	215	122	669	291	452	409	448	389	164	595	338	469	413	443	360	44^	41^
WED																													
	12.47A	30				A	4.1	20	366	1347	253	215	182	120	624	240	421	381	399	335	167	609	366	508	464	478	377	57^	28^
	1.00 - 1.30					A	3.2	20	284	1216	232	180^	166^	98^	655	233	413	379	407	348	97^	519	299	428	409	425	347	<<	5v
DAVID LETTERMAN II																													
MITHF	1.00A	30	NBC	50		A	3.5	22	314	1298	248	218	173	125	602	256	415	378	391	317	168	593	390	502	462	480	369	44^	23v
	205	99	GV	114		B	3.4	20	302	1391	274	237	197	125	634	292	448	402	431	369	192	613	382	499	435	466	369	53^	40^
	1.17A	30				C	3.3	21	294	1384	286	247	211	128	650	305	457	411	446	382	182	604	376	493	430	460	366	43^	39^
WED																													
	1.00 - 1.30					A	3.6	22	322	1312	253	224	175	130	606	260	422	383	396	320	172	598	396	508	467	485	372	47^	26v
	1.30 - 2.00					A	2.8	22	248	1170	195^	156^	155^	74^	559	215^	344	324	342	290	126^	547	329	448	416	431	344	7v	<<
FRIDAY NIGHT VIDEOS																													
FRI	1.30A	60	NBC	10		A	2.9	19	257	1327	284	245^	183^	130^	534	264	392	356	363	296	159^	570	384	480	445	474	391	100^	55v
	174	96	PC	23		B	2.8	18	244	1425	302	282	230	175	595	340	487	429	450	359	226	586	418	511	425	451	357	90^	74^
	1.30 - 2.00					C	2.7	18	237	1443	284	255	212	170	598	340	473	416	445	361	241	604	430	524	436	461	363	101^	64^
	2.00 - 2.30					A	3.0	18	266	1408	308	267	201^	137^	562	272	412	384	398	320	149^	605	412	518	493	522	428	94^	82^
						A	2.8	21	248	1239	258	222^	164^	122^	503	255^	371	326	326	269	170^	532	354	440	394	422	351	106^	26v
G MICHAELS SPORTS MACHINE																													
SUN	11.30P	15	NBC	10		A	1.9	6	168	1204	200^	170^	112^	76v	473	209^	306^	306^	309^	238^	103^	592	304^	428	393	437	371^	37v	6v
	82	51	SC	25		B	1.8	6	161	1523	255	204	219	93^	608	209	404	381	420	386	170^	767	365	564	495	541	454	39v	57^
						C	1.8	7	162	1494	285	237	243	89^	608	216	411	391	434	393	196	746	351	535	467	525	423	43^	44^
LATE SHOW-FOX																													
MON-FRI	11.30P	60	FOX	40		A	1.1	4	101	1342	253^	221^	191^	157^	618	342	502	463	481	382	119^	485	304^	409	357	385	343	70v	58v
	CONT'D					B	1.4	4	127	1401	266	233	215	141^	634	337	487	439	470	398	171^	591	351	482	410	434	357	52^	41v

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME DAYTIME DUR NET NO. #STNS CVG% TYPE T/C										KEY	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
													TOTAL WORKING WOMEN PERS		WOMEN						MEN						TEENS MALE FEM.									
															15- (2+)	18- 18+	25- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24			TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54		
LATE FRINGE CONT'D																																				
LATE SHOW-FOX-CONT'D																																				
		101	78	GV	114					C	1.7	4	146	1473	290	258	224	159^	651	344	493	438	475	407	187	607	370	496	418	447	370	65^	58^			
	11.30	- 12.00								A	1.3	4	117	1357	255^	224^	195^	143^	606	325	492	454	472	386	128^	491	319	421	362	386	344	80^	60^			
	12.00	- 12.30								A	1.0	4	87	1295	244^	212^	182^	172^	622	357^	504	466	482	368^	105^	467	277^	384^	342^	377^	334^	54^	55^			
SATURDAY NIGHT																																				
SAT	11.30P	86	NBC	8						A	6.6	20	585	1529	287	233	213	145	638	295	453	424	457	395	174	572	290	447	398	443	382	150	84^			
	174	90	GV	18						B	8.3	24	736	1584	314	266	233	159	680	327	501	455	488	415	158	630	329	506	459	498	435	93	83			
	12.00	- 12.30								C	8.2	24	728	1592	314	268	236	152	678	325	496	451	487	421	158	621	325	497	449	487	428	99	88			
	12.30	- 1.00								A	7.3	19	647	1538	285	223	211	127	663	257	412	388	432	380	155	579	254	413	377	430	361	131	73^			
										A	6.4	19	567	1537	300	247	227	153	633	312	477	445	471	402	183	577	299	465	414	457	397	160	85^			
										A	5.9	21	523	1540	278	236	204	162	620	336	491	457	484	415	195	567	338	482	418	454	403	170	99^			
TONIGHT SHOW																																				
MTTHF	11.30P	60	NBC	49						A	5.8	20	516	1366	258	206	196	90	695	205	398	365	406	363	115	558	232	378	352	376	308	44^	26^			
	202	99	GV	111						B	6.4	21	565	1415	276	216	205	89	740	229	416	383	431	392	100	547	218	352	325	360	310	42^	33^			
	12.00	- 12.30								C	6.3	21	554	1414	281	221	212	92	744	233	418	386	436	395	96	546	214	354	326	362	313	37^	34^			
WED	11.47P	60																																		
	12.00	- 12.30								A	6.6	20	585	1403	269	214	213	87	709	205	409	380	428	387	112	566	222	370	344	369	306	48^	30^			
	12.30	- 1.00								A	5.3	21	466	1348	252	203	185	93	688	206	392	356	392	345	122	555	244	387	361	382	307	43^	22^			
12.30 - 1.00																																				
TOP OF THE POPS																																				
FRI	12.00M	60	CBS	10						A	2.2	7	195	1475	378	297^	277^	106^	712	292^	493	486	510	446	145^	489	236^	412	347	372	304^	25^	107^			
	157	80	GV	24						B	2.3	7	206	1555	344	298	264	153	749	309	526	475	504	437	152	546	244	396	359	393	323	75^	71^			
	12.00	- 12.30								C	2.3	7	205	1517	328	277	262	154	745	298	500	452	497	436	126	526	244	389	359	392	325	58^	72^			
	12.30	- 1.00								A	2.4	7	213	1566	389	318	285^	111^	755	318	522	521	547	470	161^	517	248^	417	330	354	299	38^	97^			
										A	1.9	7	168	1438	384	285^	282^	106^	695	275^	481	468	490	439	133^	479	233^	427	387	414	326^	10^	125^			

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 29-MAR. 6, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
										LOH WORKING 18-49 WOMEN					W O M E N					M E N					TEENS		CHILDREN				
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	W/CH	18-49	18-34	18-49	18-34	18-49	18-34	18-49	18-34	18-49	18-34	18-49	18-34	18-49	18-34	18-49	18-34	18-49	MALE 12-17	FEM. 12-17	MALE 2-6	FEM. 2-6	TOTAL 2-6
MON-FRI EARLY MORNING																															
ABC WORLD NEWS-MORN-615A	MON-FRI	6.15A	15	ABC	50	A	1.4	13	122	81^	355	289	708	192^	427	412	397	247^	422	164^	270^	309	203^	94^	12v	18v	22v	21v	21v		
		142	82	N	115	B	1.3	13	116	79^	284	218^	654	152^	388	393	385	220	484	155^	310	334	261	122^	22v	27v	12v	22v	14v		
						C	1.3	14	119	71^	270	216	628	160^	374	378	359	211^	500	151^	307	332	283	144^	19v	25v	12v	18v	13v		
ABC WORLD NEWS-MORN-645A	MON-FRI	6.45A	15	ABC	50	A	2.2	14	197	78^	322	254	669	218	414	425	333	206	474	145^	274	327	248	127^	28v	33v	25v	19v	25v		
		187	93	N	115	B	2.1	15	186	73^	290	225	639	199	403	423	330	184	490	144	295	329	270	131^	47^	36^	19v	22v	31v		
						C	2.2	15	191	68^	278	218	624	173	388	405	338	187	486	135	268	300	278	154	40^	34v	22v	22v	30v		
BEFORE HOURS	MON-FRI	6.15A	15	NBC	50	A	0.9	10	76	81v	214^	179^	610	114^	334^	359^	352^	238^	397^	194^	250^	181^	128^	113^	83v	17v	26v	<<	16v		
		149	86	N	115	B	0.8	10	73	67v	313^	274^	618	161^	364	355	331^	224^	434	201^	281^	258^	149^	121^	47v	19v	14v	12v	15v		
						C	0.7	10	66	70v	312^	276^	619	164^	377^	371^	318^	211^	424	197^	263^	243^	135^	127^	29v	24v	<<	13v	18v		
CBS MORNING NEWS-6:30AM	MON-FRI	6.30A	30	CBS	50	A	1.5	13	135	58v	270	137^	593	156^	279	354	373	224^	455	56v	162^	219^	300	215^	34v	11v	14v	24v	20v		
		148	87	N	120	B	1.3	12	117	70^	258	164^	605	159^	337	374	369	207^	452	97^	211^	223	249	192^	30v	11v	20v	13v	25v		
						C	1.2	12	109	57v	270	150^	612	140^	292	331	355	252	413	99^	187^	192^	219^	190^	21v	13v	29v	16v	30v		
CBS THIS MORNING-1	MON-FRI	7.30A	30	CBS	50	A	2.4	11	213	53^	174	120^	667	117^	264	303	287	342	431	66^	183	196	202	221	17v	7v	17v	28v	29v		
		202	98	N	70	B	2.2	11	199	41^	198	142	665	120^	284	298	314	340	451	77^	204	217	226	213	23v	9v	21v	21v	32v		
						C	2.2	11	194	44^	190	131^	658	119^	268	283	302	347	444	77^	199	207	218	214	22v	8v	22v	20v	30v		
CBS THIS MORNING-2						A	2.5	11	220	44^	93^	63^	669	100^	191	220	266	428	382	73^	135^	144^	150^	216	12v	11v	18v	28v	20v		
MON-FRI 8.30A																															
		202	98	N	70	B	2.5	11	222	39^	160	100^	726	115^	246	265	334	436	396	63^	146	157	173	222	12v	10v	23v	23v	26v		
						C	2.5	11	219	39^	154	94^	719	123	242	261	318	430	397	66^	147	152	167	224	12v	9v	27v	22v	29v		
GOOD MORNING, AMERICA-730	MON-FRI	7.30A	30	ABC	50	A	4.2	19	376	60^	228	168	716	173	395	420	388	260	418	109	211	239	216	159	24^	7v	22v	19v	30^		
		216	99	N	114	B	4.2	20	369	57^	240	180	713	165	390	405	383	275	420	95	192	219	226	183	16v	7v	25^	25^	32^		
						C	4.3	21	377	59^	242	184	711	158	379	397	377	282	428	99	194	214	223	191	17v	7v	23^	23^	28^		
GOOD MORNING, AMERICA-830	MON-FRI	8.30A	30	ABC	50	A	4.7	20	415	77^	181	137	751	175	368	406	390	319	390	80^	167	198	210	169	12v	3v	23^	22^	22^		
		214	99	N	115	B	4.5	19	402	70	198	152	751	162	360	383	400	336	375	66	148	178	214	178	10v	8v	23^	25^	23^		
						C	4.5	20	399	71	202	157	760	155	358	377	397	345	376	68	148	169	202	185	10v	7v	22^	24^	21^		
NBC NEWS AT SUNRISE	MON-FRI	6.00A	30	NBC	50	A	2.2	20	195	85^	274	210	658	142^	389	418	401	196	474	134^	240	249	252	172	32v	38v	23v	28v	26v		
		198	98	N	115	B	2.0	20	178	70^	303	245	645	148	371	389	369	219	512	142^	248	270	247	208	25v	22v	14v	15v	17v		
						C	2.0	20	174	70^	311	258	643	151	379	399	361	212	493	124^	228	248	240	215	21v	34v	15v	13v	20v		
TODAY SHOW-7.30AM	MON-FRI	7.30A	30	NBC	50	A	4.8	21	425	71^	212	162	701	129	330	351	387	326	451	102	203	214	227	213	21^	9v	21^	19v	31^		
		205	99	N	115	B	4.7	23	420	45^	219	158	683	119	317	341	377	318	467	103	217	228	231	220	18^	10v	20^	17^	26^		
						C	4.6	22	407	53^	219	160	680	129	322	346	363	311	480	110	227	231	230	228	17^	12v	22^	19^	28^		
TODAY SHOW-8.30AM	MON-FRI	8.30A	30	NBC	50	A	5.1	22	452	73^	180	140	749	132	329	343	393	384	393	84	176	183	191	193	10v	7v	15v	20^	15v		
		205	99	N	115	B	5.2	22	463	43^	168	127	726	111	291	316	372	390	423	92	179	182	195	221	10v	6v	19^	17^	16^		
						C	4.9	22	430	59^	165	129	722	121	307	329	370	374	429	94	193	192	200	217	11v	8v	19^	17^	16^		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

FEB. 29-MAR. 6, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C						K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
									LOH WORKING			W O M E N								M E N		T E E N S			C H I L D R E N							
									18-49	WOMEN		15-		18-		18-		25-		25-		35-			MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.	
									W/CH	18-		15-	18-	18-	25-	25-	35-			12-	12-	15-	2-	2-	2-	6-						
									<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11				
MONDAY-FRIDAY DAYTIME									A	5.6	15	496	118^	254	213	188	751	326	499	359	385	300	226	257	63^	50^	109^	80^	84^	92^	72^	104^
ABC AFTERSCHOOL SPECIAL(S,R) THU 4.00P 60 ABC 183 88 FV WANTED: THE PERFECT GUY 4.00 - 4.30 4.30 - 5.00									A	5.7	16	505	124^	243	204	198	759	329	485	336	361	281	249	239	61^	53^	105^	81^	72^	82^	68^	87^
									A	5.6	14	496	111^	260	219	174	730	317	506	376	401	314	199	270	64^	46^	111^	78^	95^	100^	76^	120^
ALL MY CHILDREN MON-FRI 1.00P 60 ABC 49 219 99 DD 113									A	7.9	26	700	163	221	195	138	840	386	583	461	512	333	207	266	67	15^	26^	24^	54	59	69	44^
									B	8.0	24	706	148	248	216	147	849	397	592	471	521	338	206	274	71	16^	43	33^	55	56	72	39
									C	7.8	25	690	146	243	214	148	854	385	575	449	500	340	228	273	78	15^	39	31^	60	53	77	35^
									A	7.5	25	666	163	220	196	140	834	383	577	454	504	330	206	272	71	17^	28^	26^	54	60	70	44^
									A	8.2	28	730	164	224	195	137	850	390	592	470	521	338	208	261	64	13^	24^	22^	54	58	69	44^
AMERICAN TREASURY MJF 3.58P 1 CBS 28 195 91 DO 68									A	5.2	16	461	110	145	110	128	831	216	375	289	331	327	414	298	142	37^	64^	62^	31^	61^	50^	42^
									B	5.1	15	449	100	207	148	129	894	251	446	352	407	383	393	304	129	31^	56^	56^	37^	56^	40^	53^
									C	4.7	15	416	90	187	128	125	875	239	425	333	387	375	395	290	130	27^	50^	48^	34^	49^	36^	47^
ANOTHER WORLD MON-FRI 2.00P 60 NBC 49									A	5.0	17	443	107	216	199	154	921	294	504	370	410	392	377	264	102	22^	35^	36^	30^	42^	53^	20^
									B	5.6	18	494	92	201	173	147	871	281	464	347	402	362	353	283	111	19^	62	40^	27^	40^	41^	26^
									C	5.2	17	456	84	207	179	150	870	278	470	349	406	370	342	290	110	22^	59	42^	26^	40^	41^	26^
									A	5.0	17	445	104	221	206	153	931	304	509	371	415	392	378	267	105	21^	28^	29^	33^	43^	54^	22^
									A	5.0	17	447	108	207	190	154	900	281	492	364	400	388	371	257	98	22^	41^	42^	27^	41^	51^	17^
AS THE WORLD TURNS MON-FRI 2.00P 60 CBS 48 209 99 DD 115									A	6.8	23	606	115	159	123	111	909	235	414	323	367	362	451	275	134	18^	28^	31^	38^	46^	60	24^
									B	7.2	23	640	100	180	136	117	917	247	437	338	393	380	426	287	120	22^	31^	33^	40	51	49	41
									C	6.6	22	586	89	170	120	115	912	232	425	328	392	396	423	275	119	20^	28^	31^	36^	47	47	36^
									A	6.7	23	594	119	157	122	107	915	237	410	320	365	357	460	279	134	17^	23^	26^	39^	48^	62	25^
									A	7.0	23	617	112	161	124	116	904	235	419	327	370	369	443	272	135	20^	33^	36^	37^	45^	59	23^
BLACKOUT MON-FRI 10.00A 30 CBS 45 168 82 QP 45									A	2.1	9	183	70^	98^	82^	46^	672	163^	292	250	290	321	340	347	141^	29^	18^	21^	64^	59^	74^	48^
									B	2.4	10	212	69^	151	113^	68^	732	188	336	278	332	354	342	371	178	21^	28^	19^	71^	62^	69^	65^
									C	2.4	10	212	69^	151	113^	68^	732	188	336	278	332	354	342	371	178	21^	28^	19^	71^	62^	69^	65^
BOLD AND THE BEAUTIFUL MON-FRI 1.30P 30 CBS 47 198 93 DD 113									A	5.6	19	496	112	176	137	92	900	228	405	325	365	367	455	275	124	16^	22^	18^	47^	54^	71	30^
									B	5.8	18	518	93	200	156	105	906	238	438	346	393	398	420	303	120	22^	23^	26^	44^	51	51	44^
									C	5.3	18	471	87	191	141	105	894	231	430	337	393	403	407	293	119	18^	20^	23^	41^	50^	51^	40^
CLASSIC CONCENTRATION MON-FRI 10.30A 30 NBC 49 139 75 QG 111									A	3.6	15	315	101^	160	124	76^	794	150	327	264	329	379	401	325	143	9^	22^	22^	45^	61^	81^	25^
									B	4.0	16	357	85	167	124	84	794	174	345	277	357	351	369	353	149	22^	34^	26^	48^	63^	68^	44^
									C	3.6	15	320	85	155	119	83	806	195	363	294	363	336	374	343	155	23^	28^	23^	46^	64^	67^	43^
DAYS OF OUR LIVES MON-FRI 1.00P 60 NBC 49 205 99 DD 113									A	7.1	24	626	103	209	191	168	891	320	534	397	440	375	314	280	106	24^	61	48^	33^	34^	41^	26^
									B	7.8	24	688	95	205	175	173	866	301	501	371	431	368	305	277	104	25^	78	58	34^	42	46	30^
									C	7.2	24	635	93	197	167	172	856	296	494	365	428	369	299	281	105	24^	74	58	34^	43	48	30^
									A	6.8	23	606	100	202	183	161	887	309	520	391	434	378	325	285	108	23^	63	47^	31^	34^	43^	23^
CONT'D																																

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

48 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 29-MAR. 6, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING 18-49 WOMEN			W O M E N							M E N		T E E N S			C H I L D R E N				
DAY	TIME	DUR	NET	NO. OF	AVG. AUD.	SH %	AVG. AUD. 0,000	W/CH	18- 49	15- 24	TOTAL	18- 34	18- 49	25- 49	25- 54	35- 64	55+	TOTAL	55+	MALE 12- 17	FEM. 12- 17	TOT. 15- 17	MALE 2- 11	FEM. 2- 11	TOT. 2- 6	TOT. 6- 11		
MONDAY-FRIDAY DAYTIME CONT'D																												
YOUNG AND THE RESTLESS-CONT'D					A	7.9	29	698	135	189	157	105	874	270	457	364	406	348	375	270	125	12v	23^	21^	41^	60	72	28^
12.30 - 1.00					A	8.6	30	762	149	194	160	105	892	282	471	371	414	355	377	258	110	14^	18^	14^	42^	64	78	28^
1.00 - 1.30																												

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50 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 29-MAR. 6, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOT. PERS.	W O M E N		M E N		T E E N S					C H I L D R E N									
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	15- 24	18- 49	15- 24	18- 49	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.		
	#STNS	CVG%	TYPE																									
WEEKEND DAYTIME CHILDREN																												
ALF-SAT MORN					A	6.0	19	532	1466	145	408	330	71^	240	138	74^	64^	80^	57^	681	348	333	299	382	188	194	224	157
SAT	10.00A	30	NBC	10	B	6.3	21	559	1494	136	392	326	85	240	208	104	104	130	78	654	342	312	270	384	213	171	189	195
	203	99	CA	17	C	6.2	21	550	1502	134	371	313	88	243	212	106	106	134	78	676	350	327	268	408	223	185	203	205
ALL NEW POUND PUPPIES					A	3.4	15	301	1333	49^	253	185^	24^	207^	106^	40^	66^	66^	40^	767	304	463	248	519	194^	325	262	256
SAT	8.30A	30	ABC	6	B	3.2	15	286	1410	77^	250	202	40^	189	156	74^	82^	104^	52^	814	409	406	320	494	260	234	243	251
	207	98	CA	6	C	3.2	15	286	1410	77^	250	202	40^	189	156	74^	82^	104^	52^	814	409	406	320	494	260	234	243	251
ALVIN AND THE CHIPMUNKS					A	6.1	20	540	1513	188	419	346	68^	255	137	65^	73^	69^	68^	702	301	401	299	403	168	235	221	183
SAT	10.30A	30	NBC	10	B	6.6	21	587	1526	159	390	325	84	233	215	85	130	128	87	688	321	367	288	400	192	209	191	209
	200	98	CA	26	C	6.3	22	562	1522	154	366	311	86	223	224	88	136	138	86	709	333	376	304	405	195	210	207	198
ANIMAL CRACK-UPS					A	4.0	14	354	1519	127^	486	358	138^	390	156^	49^	108^	123^	34^	488	226	262	150^	338	134^	204	163^	175^
SAT	12.00N	30	ABC	8	B	4.0	12	353	1588	140	493	382	108	374	194	78^	116	121	73^	527	292	234	192	335	178	157	155	179
	176	85	CL	18	C	3.6	12	319	1547	139	453	343	114	380	208	85	122	128	80^	506	271	234	195	311	166	145	146	165
BUGS BUNNY & TWEETY SHOW					A	5.4	17	478	1532	137	392	289	139	382	177	98^	79^	95^	82^	581	312	269	210	370	168	202	207	164
SAT	11.00A	30	ABC	6	B	5.0	16	442	1518	134	409	317	118	320	212	125	86	119	93	577	336	241	249	328	182	146	198	129
	202	94	CA	6	C	5.0	16	442	1518	134	409	317	118	320	212	125	86	119	93	577	336	241	249	328	182	146	198	129
DENNIS THE MENACE					A	3.5	12	310	1702	114^	418	256	115^	279	204^	110^	94^	107^	97^	802	500	302	376	426	282	144^	213	213
SAT	11.30A	30	CBS	10	B	3.8	12	339	1625	143	374	284	95	267	240	113	127	141	99	744	415	329	350	395	234	161	194	201
	156	74	CA	10	C	3.8	12	339	1625	143	374	284	95	267	240	113	127	141	99	744	415	329	350	395	234	161	194	201
FLINTSTONE KIDS					A	4.3	14	381	1618	160^	419	329	168	418	186	58^	127^	96^	90^	596	271	325	227	369	147^	222	186	182
SAT	11.30A	30	ABC	5	B	4.0	13	353	1534	129	430	324	105	308	200	91^	109	128	73^	595	302	293	242	353	159	194	194	158
	195	92	CA	5	C	4.0	13	353	1534	129	430	324	105	308	200	91^	109	128	73^	595	302	293	242	353	159	194	194	158
FOOFUR					A	3.9	13	346	1550	186	382	320	165^	301	241	130^	111^	109^	132^	626	286	340	321	305	172^	133^	182^	122^
SAT	12.00N	30	NBC	9	B	3.3	11	295	1530	142	436	352	111	263	246	107	140	151	95^	585	285	300	291	294	147	147	157	137
	154	82	CA	24	C	3.4	11	298	1514	159	411	335	105	253	242	103	139	140	103	608	309	299	277	331	162	169	170	161
FRAGGLE ROCK					A	3.5	19	310	1425	81^	346	292	57^	242	91^	47^	44^	58^	33^	747	422	325	312	435	287	148^	205	230
SAT	8.00A	30	NBC	2	B	3.5	19	306	1371	75^	356	296	62^	216	95^	43^	52^	56^	40^	704	381	323	277	427	256	171	204	222
	201	99	CA	2	C	3.5	19	306	1371	75^	356	296	62^	216	95^	43^	52^	56^	40^	704	381	323	277	427	256	171	204	222
GUMMI BEARS					A	5.4	17	478	1515	175	397	345	76^	274	210	113^	97^	127^	83^	634	270	363	311	322	139	183	166	156
SAT	11.00A	30	NBC	2	B	5.6	18	492	1494	178	410	345	57^	229	229	96	133	142	88^	627	291	336	313	313	141	173	164	150
	199	98	CA	2	C	5.6	18	492	1494	178	410	345	57^	229	229	96	133	142	88^	627	291	336	313	313	141	173	164	150
HELLO KITTY					A	2.6	13	230	1478	79^	335	246^	63^	221^	132^	99^	33^	63^	69^	790	485	305	248^	543	338	205^	240^	303
SAT	8.00A	30	CBS	10	B	2.1	13	186	1351	79^	334	233	34^	273	83^	43^	40^	49^	34^	661	349	311	238	423	239	184	249	174
	179	83	CA	25	C	2.0	13	175	1311	56^	298	205	38^	237	91^	57^	33^	55^	35^	685	351	335	232	453	241	212	272	182
I'M TELLING					A	2.3	8	204	1678	143^	464	315	103^	339	227^	71^	156^	109^	118^	648	319	330	292^	356	214^	142^	139^	218^
SAT	12.30P	30	NBC	9	B	2.6	8	230	1612	137	465	337	88^	284	284	103^	181	197	87^	579	288	291	223	356	193	163	186	170
	112	59	CA	24	C	2.6	9	234	1520	144	427	318	105^	255	264	98^	167	171	93^	574	293	280	216	358	186	172	178	180
LITTLE CLOWNS-HAPPYTOWN					A	2.2	12	195	1414	58^	305^	239^	100^	272^	135^	83^	53^	60^	76^	701	329	372	176^	525	246^	279^	255^	270^
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

54 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 29-MAR. 6, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOT. PERS.	WOMEN			MEN		T E E N S					C H I L D R E N								
DAY	TIME	DUR	NET	NO. OF		AVG. AUD.	SH %	AVG. AUD. 0,000		15- 24	18- 49	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	
	#STNS	CVG%	TYPE	T/C		%	%		(2+)	24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	11
WEEKEND DAYTIME CHILDREN CONT'D																												
SMURFS I-CONT'D																												
SAT	8.30A	30	NBC	10	B	4.4	22	390	1408	73^	331	270	51^	224	154	73	81	107	47^	699	393	306	273	426	246	180	223	203
	206	99	CA	26	C	4.3	22	378	1408	76	327	273	51^	214	162	83	79	110	52^	706	383	323	288	418	235	184	218	200
SMURFS II																												
SAT	9.00A	30	NBC	10	A	5.8	21	514	1514	107^	358	304	59^	268	111^	39^	72^	77^	34^	778	375	403	335	443	236	207	249	194
	206	99	CA	26	B	5.7	23	508	1408	101	361	303	66	236	154	77	78	102	53^	657	357	300	277	380	215	165	199	181
					C	5.5	23	487	1415	100	348	293	68	232	169	83	86	113	57	666	361	305	286	380	215	165	202	178
SMURFS III																												
SAT	9.30A	30	NBC	10	A	6.7	23	594	1565	126	389	338	65^	285	150	64^	85^	104^	45^	742	372	370	320	421	218	204	251	171
	206	99	CA	26	B	6.7	24	593	1446	121	367	317	84	240	184	93	92	117	67	654	341	313	271	383	209	175	205	178
					C	6.3	24	555	1446	119	361	311	81	237	187	93	94	119	67	662	347	315	281	381	207	174	204	177

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 29-MAR. 6, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S TOT. MALE		CHD TOT.
										TOT. WORK. PERS ING		W O M E N				M E N															
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	ING 18+	W	O	M	E	N	18-	18-	18-	21-	21-	25-	25-	35-	12-	12-	2-					
	#STNS	CVG%	TYPE								TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11			
WEEKEND DAYTIME SPORTS																															
ABC COLLEGE BSKTBL SPEC(S)						A	3.9	10	346	1651	291	640	390	594	322	823	142^	418	556	756	490	565	414	490	289	191	104^	71^	84^		
SUN 4.00P 138 ABC																															
187 87 SE																															
IOWA VS ILLINOIS/FLORIDA VS LSU						A	2.7	8	239	1554	283	599	374	573	307	820	102^	362	497	771	448	522	395	469	311	249^	65v	34v	70^		
4.00 - 4.30						A	3.8	11	337	1691	295	630	394	583	335	864	155^	447	580	790	505	578	425	498	289	212	137^	103^	60^		
4.30 - 5.00						A	4.2	11	372	1647	296	637	405	585	312	820	158^	429	567	749	496	580	409	493	289	169^	96^	71^	94^		
5.00 - 5.30						A	4.7	12	416	1617	297	641	395	593	329	783	145^	426	565	711	493	563	420	490	266	148^	99^	64^	94^		
5.30 - 6.00						A	4.6	11	408	1625	251	643	338	596	295	775	120^	369	504	724	453	526	384	457	281	198	112^	66^	95^		
6.00 - 6.30																															
ABC WIDE WORLD-SPORTS SAT						A	4.9	13	434	1378	135^	463	216	460	223	772	98^	255	431	745	405	483	334	412	348	262	58^	43^	86^		
SAT 4.32P 88 ABC						B	7.0	17	623	1503	214	610	297	598	300	654	63	211	376	631	353	413	313	373	308	218	93	50^	146		
198 93 SA						C	7.0	17	623	1503	214	610	297	598	300	654	63	211	376	631	353	413	313	373	308	218	93	50^	146		
4.30 - 5.00						A	4.6	13	408	1391	159	533	243	530	242	682	68^	195	367	651	336	433	300	396	326	218	81^	49^	94^		
5.00 - 5.30						A	5.0	13	443	1363	131^	443	211	437	219	801	108^	285	472	777	448	525	364	440	358	252	51^	44^	67^		
5.30 - 6.00						A	5.0	12	443	1405	122^	429	200	429	216	833	114^	280	453	806	426	492	338	404	364	314	45^	39^	98^		
CBS NCAA BASKETBALL-SUN						A	4.9	16	434	1327	135^	310	172	294	139^	759	111^	322	485	724	450	507	374	430	314	217	141^	108^	117^		
SUN 12.00N 130 CBS						B	4.9	13	437	1448	178	413	240	384	207	780	95	342	528	744	491	558	434	500	329	186	137	92	118		
192 97 SE						C	4.9	13	437	1448	178	413	240	384	207	780	95	342	528	744	491	558	434	500	329	186	137	92	118		
PITTSBURGH VS SYRACUSE						A	3.7	12	328	1308	151^	345	184^	320	132^	650	91^	276	404	634	388	433	313	358	251	201	163^	136^	150^		
12.00 - 12.30						A	5.1	17	452	1330	121^	306	174	278	115^	781	109^	335	511	741	471	536	402	467	330	205	131^	105^	112^		
12.30 - 1.00						A	4.9	15	434	1312	123^	298	160	278	128^	784	113^	335	497	753	466	530	385	448	335	223	134^	105^	95^		
1.00 - 1.30						A	5.3	16	470	1369	153	304	172	300	163	792	125^	335	500	750	459	513	375	429	324	237	149	104^	123^		
1.30 - 2.00						A	6.2	19	549	1394	131	327	182	327	180	811	120	338	535	762	486	536	415	465	339	226	138	94^	117		
2.00 - 2.30																															
CBS NCAA BASKETBALL-SAT						A	4.0	11	354	1332	182	412	221	394	190	757	116^	337	477	694	413	458	361	406	256	235	63^	48^	99^		
SAT 4.00P 123 CBS						B	3.8	10	338	1403	153	419	224	396	203	747	111	318	468	694	414	474	357	417	293	219	109	75^	128		
197 97 SE						C	3.9	11	345	1409	147	407	213	388	197	751	104	305	467	701	417	476	363	422	308	225	118	80^	133		
MICHIGAN VS PURDUE						A	2.9	9	257	1317	151^	390	194^	366	146^	711	124^	323	430	644	364	401	307	343	251	244^	56v	55v	160^		
4.00 - 4.30						A	3.9	11	346	1298	163^	355	195	344	171^	764	120^	360	492	699	428	462	372	406	223	237	55^	51^	125^		
4.30 - 5.00						A	4.3	12	381	1341	206	431	234	420	212	750	113^	334	477	680	407	461	364	418	247	219	72^	48^	87^		
5.00 - 5.30						A	4.8	13	425	1344	190	440	239	414	205	784	115^	336	493	726	435	485	378	429	284	240	65^	41^	55^		
5.30 - 6.00						A	5.3	13	470	1411	213	531	270	503	259	743	67^	265	438	705	400	458	372	430	325	247	75^	36^	62^		
6.00 - 6.30																															
CHRYSLER GOLF INVIT.-SAT(S)						A	1.8	6	159	1402	109^	496	112^	491	116^	661	49v	179^	353^	652	344^	368^	304^	329^	307^	284^	76v	51v	169^		
SAT 1.00P 120 ABC																															
149 76 SE																															
1.00 - 1.30						A	2.0	7	177	1443	174^	606	223^	588	198^	612	55v	190^	321^	589	298^	339^	267^	308^	292^	250^	55v	33v	169^		
CONT'D																															

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C					K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S		CHD TOT.
									TOT. WORK. PERS ING WOM.		W O M E N				M E N										TOT.	MALE				
						(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	12- 17	12- 17	2- 11					
WEEKEND DAYTIME SPORTS CONT'D																														
CHRYSLER GOLF INVIT.-SAT-CONT'D																														
	1.30 - 2.00				A	2.0	7	177	1362	113^	487	114^	487	131^	619	69v	201^	354^	611	346^	367	285^	307^	248^	244^	64v	47v	192^		
	2.00 - 2.30				A	1.6	5	142	1432	68v	443^	42v	443^	71v	722	19v	143^	386^	722	386^	415^	367^	396^	382^	306^	57v	45v	211^		
	2.30 - 3.00				A	1.6	5	142	1372	67v	422^	40v	422^	41v	715	46v	172^	358^	713	356^	359^	312^	314^	324^	355^	139^	83v	97v		
CHRYSLER GOLF INVIT.-SUN(S)					A	2.2	6	195	1448	124^	539	130^	538	112^	819	22v	160^	272^	811	265^	305^	250^	290^	319^	506	10v	9v	80v		
SUN	2.00P 120	ABC																												
	165 85	SE																												
	2.00 - 2.30				A	1.9	6	168	1356	94v	546	103^	545	94v	760	38v	161^	212^	757	208^	252^	174^	218^	209^	505	20v	20v	30v		
	2.30 - 3.00				A	2.4	7	213	1396	114^	528	145^	528	106^	779	6v	143^	240^	777	238^	284^	234^	280^	285^	493	17v	17v	72v		
	3.00 - 3.30				A	2.4	7	213	1464	131^	516	114^	513	99^	848	12v	152^	303	840	295^	332	291^	328	372	508	<<	<<	98^		
	3.30 - 4.00				A	2.3	7	204	1435	143^	522	140^	522	139^	806	33v	172^	299^	792	286^	316	266^	296^	363	476	<<	<<	105^		
DORAL OPEN-SAT-RYDER(S)					A	2.8	9	248	1291	108^	525	128^	489	90^	679	37v	142^	269	666	256	283	232^	259	263	384	42v	32v	45v		
SAT	2.00P 120	CBS																												
	172 90	SE																												
	2.00 - 2.30				A	2.4	8	213	1244	54v	497	134^	454	81^	652	39v	155^	293^	629	270^	292^	254^	276^	250^	337	48v	36v	47v		
	2.30 - 3.00				A	2.7	9	239	1276	82^	504	98^	472	71^	695	31v	141^	267	686	258^	299	236^	277	263^	387	25v	19v	53v		
									</																					

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

FEB. 29-MAR. 6, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TEEN S		CHD TOT.
DAY	TIME	DUR	NET #STNS	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING		W O M E N				M E N										TOT.	MALE				
									(2+)	18+	18-	25-	18-	25-	18-	21-	21-	25-	25-	35-	12-	12-								
											TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11		
WEEKEND DAYTIME SPORTS CONT'D																														
NBC COLLEGE BSKBL SAT-CONT'D																														
	2.30 - 3.00				A	2.6	9	230	1477	199^	563	298	558	211^	603	106^	272^	407	580	384	436	301	353	247^	144^	70^	42^	241^		
	3.00 - 3.30				A	2.5	8	222	1353	133^	409	249^	409	189^	683	204^	404	512	597	426	483	308	365	231^	114^	99^	81^	162^		
	3.30 - 4.00				A	2.6	8	230	1325	101^	303	196^	290	148^	768	228^	429	605	668	506	537	408	274^	131^	132^	92^	122^			
	4.00 - 4.30				A	2.8	8	248	1362	103^	289	177^	278	133^	785	148^	405	622	728	565	621	474	530	316	107^	113^	98^	175^		
	4.30 - 5.00				A	2.0	6	177	1491	128^	395	213^	395	153^	746	112^	308^	481	724	459	522	369	431	276^	202^	111^	92^	238^		
NBC COLLEGE BSKBL SUN					A	3.2	10	284	1357	194^	431	278	386	230	765	123^	335	472	691	398	481	349	433	329	209^	62^	32^	98^		
SUN	1.00P 140		NBC	7	B	4.0	10	352	1479	190	453	226	431	209	815	114	314	488	760	433	510	375	451	367	250	107	67^	104		
	173 90		SE	7	C	4.0	10	352	1479	190	453	226	431	209	815	114	314	488	760	433	510	375	451	367	250	107	67^	104		
NORTH CAROLINA VS DUKE																														
	1.00 - 1.30				A	2.0	6	177	1334	184^	485	290^	430	218^	729	148^	325^	480	633	383	471	331^	418	296^	162^	48^	43^	72^		
	1.30 - 2.00				A	2.7	8	239	1428	226^	492	348	430	273	784	142^	365	498	712	427	536	356	465	321	176^	36^	35^	116^		
	2.00 - 2.30				A	2.9	9	257	1388	259	482	347	432	286	713	127^	344	443	647	376	477	315	416	303	170^	71^	34^	122^		
	2.30 - 3.00				A	4.2	12	372	1326	174	382	235	346	207	764	109^	326	469	686	391	460	360	428	347	227	82^	30^	97^		
	3.00 - 3.30				A	4.6	13	408	1352	141^	372	208	340	184	841	108^	327	489	771	418	484	380	446	366	287	58^	23^	81^		
PRO BOWLERS TOUR					A	4.2	13	372	1436	123^	571	230	565	207	660	21^	138^	339	648	326	400	318	391	344	248	78^	40^	126^		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

62 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 29-MAR. 6, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOT. WORK. PERS ING		W O M E N				M E N										T E E N S			CHD	
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	WOM. WOM.	18- 18+	25- 25+	18- 18+	18- 18+	18- 18+	21- 21+	21- 21+	25- 25+	25- 25+	35- 35+	35- 35+	35- 35+	35- 35+	35- 35+	35- 35+	35- 35+	35- 35+	TOT. MALE TOT. MALE	TOT. FEMALE TOT. FEMALE	TOT. CHILD TOT. CHILD	
WEEKEND DAYTIME SPORTS CONT'D																													
WOMEN'S KEMPER OPEN-SAT(-CONT'D																													
SAT	4.32P	88	NBC																										
	156	83	SE																										
	4.30 - 5.00				A	2.0	6	177	1246	145^	482	174^	458	127^	607	57^	184^	309^	604	306^	346^	251^	292^	204^	258^	44^	36^	112^	
	5.00 - 5.30				A	2.1	6	186	1401	139^	630	164^	629	172^	561	29^	106^	206^	561	205^	241^	177^	213^	217^	319^	72^	35^	138^	
	5.30 - 6.00				A	2.2	6	195	1563	209^	730	185^	730	223^	625	20^	70^	199^	624	197^	238^	178^	219^	247^	386	86^	38^	122^	
WOMEN'S KEMPER OPEN-SUN(S)																													
SUN	4.07P	113	NBC																										
	172	89	SE																										
	4.00 - 4.30				A	2.4	7	213	1346	133^	406	159^	404	156^	722	38^	169^	329	703	309	325	291^	306	320	377	59^	17^	159^	
	4.30 - 5.00				A	2.1	6	186	1463	142^	422	151^	421	150^	828	42^	168^	342	800	314^	325^	300^	311^	383	475	96^	51^	117^	
	5.00 - 5.30				A	2.0	5	177	1537	147^	532	188^	532	190^	852	81^	151^	318^	799	265^	303^	236^	274^	391	496	87^	65^	66^	
	5.30 - 6.00				A	2.4	6	213	1621	160^	722	242^	722	241^	757	93^	137^	265^	688	197^	246^	172^	221^	286^	442	96^	73^	46^	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 29-MAR. 6, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS TOT. 12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
DAY	TIME	DUR	NET #STNS CVG%	OF TYPE T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING WOM. (2+) 18+	W O M E N								M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
										18- 34	18- 49	25- 21+	25- 49	35- 54	35- 64	35- 55+	18- 34	18- 49	21- 21+	25- 49	25- 54	35- 64	35- 55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
WEEKEND DAYTIME OTHER																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. FEB. 29, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	60.1	61.7	62.5	63.5	63.9	65.8	65.8	66.8	65.7	66.3	65.7	65.2	63.6	62.7	61.5	57.5

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

MACGYVER				ABC MONDAY NIGHT MOVIE PERFECT PEOPLE (PAE)												
12,400	14.0	13.3 *			14.7 *	13.3	11,780	12.9 *		13.2 *		13.7 *		13.4 *		
21	21	21 *			22	21	20 *		20 *		22 *		23 *			
12.9	13.6	14.7			14.8	12.8	13.0	13.3	13.1	13.8	13.6	13.6	13.2			

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

SUPERMAN'S 50TH ANNIV.				SPECIAL MOVIE PRSNT-MON BLUEGRASS PART 2 (PAE)												
9,750	11.0	10.7 *			11.2 *	18.4	16,300	17.8 *		18.6 *		18.9 *		18.3 *		
17	17	17 *			17 *	29	27 *		28 *		30 *		31 *			
11.2	10.2	10.9			11.5	17.5	18.1	18.4	18.8	18.9	18.9	19.0	17.6			

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

ALF				DAY BY DAY SPECIAL				NBC MONDAY NIGHT MOVIES POLICE ACADEMY 2: THEIR FIRST ASSIGNMENT								
18,160	20.5				16,480	16.7	14,800	17.2 *		17.0 *		17.0 *		15.7 *		
32	32				28	26	26 *		26 *		27 *		26 *			
19.5	21.5				18.3	18.9	17.0	17.4	17.2	16.7	17.2	16.9	16.8	14.7		

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

16.1	15.5	13.2	14.0	13.9	13.4	11.1	8.9
26	25	20	21	21	20	18	15

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.1	3.4	3.0	3.1	3.5	3.3	2.7	2.2
7	5	5	5	5	5	4	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6	2.2	2.4	2.6	2.4	2.6	1.5	1.6
3	3	4	4	4	4	2	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.4	7.3	7.0	7.8	7.6	6.9	6.0	5.2
11	12	11	12	12	11	10	9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	1.9	3.1	3.7	3.3	2.9	3.1	3.0
3	3	5	6	5	4	5	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	60.1	62.2	63.3	65.4	65.6	66.8	68.1	69.5	67.2	67.7	67.3	66.9	62.5	60.2	57.9	56.5

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS?	GROWING PAINS	MOONLIGHTING (PAE)	THIRTYSOMETHING (PAE)
19,490	20,910	15,420	11,250
22.0	23.6	17.4	17.4 *
33	34	26	26 *
21.0	23.0	17.6	17.1

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CANDID CAMERA-40TH ANNIV. (R)	MISS USA BEAUTY PAGEANT (9:00-11:02)(PAE)
9,750	14,350
11.0	16.2
16	26
10.9	13.7

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

MATLOCK (R)	HUNTER	CRIME STORY
14,260	13,640	10,100
16.1	15.4	15.4 *
24	23	23 *
15.7	15.3	15.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.3	14.5	11.8	12.3	12.7	12.9	11.8	9.6
25	23	18	18	19	19	19	17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.1	3.7	3.2	3.4	3.3	3.4	3.7	2.6
7	6	5	5	5	5	6	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	1.7	2.6	2.7	3.2	3.5	2.2	2.1
3	3	4	4	5	5	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.4	5.7	5.3	5.3	5.5	4.9	4.9	4.7
9	9	8	8	8	7	8	8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1	3.6	4.1	4.4	5.5	5.4	5.0	4.2
5	6	6	6	8	8	8	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

EVE.WED. MAR.2, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	60.5	62.5	63.2	64.0	65.0	66.4	67.0	68.2	66.6	66.9	65.7	64.9	62.5	60.8	58.7	57.0

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

GROWING PAINS (B)		HEAD OF THE CLASS		HOOPERMAN (R)		SLAP MAXWELL (PAE)		DYNASTY (PAE)		
17,720		14,970		12,140		9,750		9,830		
20.0		16.9		13.7		11.0		11.1	11.1 *	11.1
30		25		21		17		19	18 *	19
19.4	20.6	16.9	17.0	13.7	13.6	11.1	10.9	11.1	11.1	11.2

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

[illegible]

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← HIGHWAY TO HEAVEN →				MOVIE OF THE WEEK-WED PLACES IN THE HEART (9:00-11:17)(R)(P&E)										
11,340				10,280										
12.8	12.3 *		13.3 *	11.6	10.9 *		11.4 *		12.1 *				11.9 *	
19	19 *		20 *	19	16 *		17 *		20 *				21 *	
12.0	12.6	13.4	13.2	11.1	10.8	11.3	11.6	12.3	12.0	12.0			11.8	

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1.1	1.1
2. <i>THE MENTALIST</i>	1.1	1.1
3. <i>THE MENTALIST</i>	1.1	1.1
4. <i>THE MENTALIST</i>	1.1	1.1
5. <i>THE MENTALIST</i>	1.1	1.1
6. <i>THE MENTALIST</i>	1.1	1.1
7. <i>THE MENTALIST</i>	1.1	1.1
8. <i>THE MENTALIST</i>	1.1	1.1
9. <i>THE MENTALIST</i>	1.1	1.1
10. <i>THE MENTALIST</i>	1.1	1.1
11. <i>THE MENTALIST</i>	1.1	1.1
12. <i>THE MENTALIST</i>	1.1	1.1
13. <i>THE MENTALIST</i>	1.1	1.1
14. <i>THE MENTALIST</i>	1.1	1.1
15. <i>THE MENTALIST</i>	1.1	1.1
16. <i>THE MENTALIST</i>	1.1	1.1
17. <i>THE MENTALIST</i>	1.1	1.1
18. <i>THE MENTALIST</i>	1.1	1.1
19. <i>THE MENTALIST</i>	1.1	1.1
20. <i>THE MENTALIST</i>	1.1	1.1
21. <i>THE MENTALIST</i>	1.1	1.1
22. <i>THE MENTALIST</i>	1.1	1.1
23. <i>THE MENTALIST</i>	1.1	1.1
24. <i>THE MENTALIST</i>	1.1	1.1
25. <i>THE MENTALIST</i>	1.1	1.1
26. <i>THE MENTALIST</i>	1.1	1.1
27. <i>THE MENTALIST</i>	1.1	1.1
28. <i>THE MENTALIST</i>	1.1	1.1
29. <i>THE MENTALIST</i>	1.1	1.1
30. <i>THE MENTALIST</i>	1.1	1.1
31. <i>THE MENTALIST</i>	1.1	1.1
32. <i>THE MENTALIST</i>	1.1	1.1
33. <i>THE MENTALIST</i>	1.1	1.1
34. <i>THE MENTALIST</i>	1.1	1.1
35. <i>THE MENTALIST</i>	1.1	1.1
36. <i>THE MENTALIST</i>	1.1	1.1
37. <i>THE MENTALIST</i>	1.1	1.1
38. <i>THE MENTALIST</i>	1.1	1.1
39. <i>THE MENTALIST</i>	1.1	1.1
40. <i>THE MENTALIST</i>	1.1	1.1
41. <i>THE MENTALIST</i>	1.1	1.1
42. <i>THE MENTALIST</i>	1.1	1.1
43. <i>THE MENTALIST</i>	1.1	1.1
44. <i>THE MENTALIST</i>	1.1	1.1
45. <i>THE MENTALIST</i>	1.1	1.1
46. <i>THE MENTALIST</i>	1.1	1.1
47. <i>THE MENTALIST</i>	1.1	1.1
48. <i>THE MENTALIST</i>	1.1	1.1
49. <i>THE MENTALIST</i>	1.1	1.1
50. <i>THE MENTALIST</i>	1.1	1.1
51. <i>THE MENTALIST</i>	1.1	1.1
52. <i>THE MENTALIST</i>	1.1	1.1
53. <i>THE MENTALIST</i>	1.1	1.1
54. <i>THE MENTALIST</i>	1.1	1.1
55. <i>THE MENTALIST</i>	1.1	1.1
56. <i>THE MENTALIST</i>	1.1	1.1
57. <i>THE MENTALIST</i>	1.1	1.1
58. <i>THE MENTALIST</i>	1.1	1.1
59. <i>THE MENTALIST</i>	1.1	1.1
60. <i>THE MENTALIST</i>	1.1	1.1
61. <i>THE MENTALIST</i>	1.1	1.1
62. <i>THE MENTALIST</i>	1.1	1.1
63. <i>THE MENTALIST</i>	1.1	1.1
64. <i>THE MENTALIST</i>	1.1	1.1
65. <i>THE MENTALIST</i>	1.1	1.1
66. <i>THE MENTALIST</i>	1.1	1.1
67. <i>THE MENTALIST</i>	1.1	1.1
68. <i>THE MENTALIST</i>	1.1	1.1
69. <i>THE MENTALIST</i>	1.1	1.1
70. <i>THE MENTALIST</i>	1.1	1.1
71. <i>THE MENTALIST</i>	1.1	1.1
72. <i>THE MENTALIST</i>	1.1	1.1
73. <i>THE MENTALIST</i>	1.1	1.1
74. <i>THE MENTALIST</i>	1.1	1.1
75. <i>THE MENTALIST</i>	1.1	1.1
76. <i>THE MENTALIST</i>	1.1	1.1
77. <i>THE MENTALIST</i>	1.1	1.1
78. <i>THE MENTALIST</i>	1.1	1.1
79. <i>THE MENTALIST</i>	1.1	1.1
80. <i>THE MENTALIST</i>	1.1	1.1
81. <i>THE MENTALIST</i>	1.1	1.1
82. <i>THE MENTALIST</i>	1.1	1.1
83. <i>THE MENTALIST</i>	1.1	1.1
84. <i>THE MENTALIST</i>	1.1	1.1
85. <i>THE MENTALIST</i>	1.1	1.1
86. <i>THE MENTALIST</i>	1.1	1.1
87. <i>THE MENTALIST</i>	1.1	1.1
88. <i>THE MENTALIST</i>	1.1	1.1
89. <i>THE MENTALIST</i>	1.1	1.1
90. <i>THE MENTALIST</i>	1.1	1.1
91. <i>THE MENTALIST</i>	1.1	1.1
92. <i>THE MENTALIST</i>	1.1	1.1
93. <i>THE MENTALIST</i>	1.1	1.1
94. <i>THE MENTALIST</i>	1.1	1.1
95. <i>THE MENTALIST</</i>		

16.1	14.4	12.6	13.2	12.4	13.3	10.3	9.4
26	23	19	20	19	20	17	16

SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
--	------------------	------------------

4.6 7	4.0 6	3.5 5	4.0 6	3.9 6	4.4 7	2.6 4	2.4 4
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PBS

	AVERAGE AUDIENCE
	SHARE AUDIENCE %

1.5 2	1.9 3	1.4 2	1.5 2	1.5 2	1.4 2	1.3 2	1.0 2
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CABLE ORIG.

	AVERAGE AUDIENCE	SHARE AUDIENCE %
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5.5 9	6.1 10	5.6 9	6.0 9	6.0 9	6.1 9	6.0 10	6.0 10
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PAY SERVICES

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1.0	1.0
2	1.0	1.0
3	1.0	1.0
4	1.0	1.0
5	1.0	1.0
6	1.0	1.0
7	1.0	1.0
8	1.0	1.0
9	1.0	1.0
10	1.0	1.0
11	1.0	1.0
12	1.0	1.0
13	1.0	1.0
14	1.0	1.0
15	1.0	1.0
16	1.0	1.0
17	1.0	1.0
18	1.0	1.0
19	1.0	1.0
20	1.0	1.0
21	1.0	1.0
22	1.0	1.0
23	1.0	1.0
24	1.0	1.0
25	1.0	1.0
26	1.0	1.0
27	1.0	1.0
28	1.0	1.0
29	1.0	1.0
30	1.0	1.0
31	1.0	1.0
32	1.0	1.0
33	1.0	1.0
34	1.0	1.0
35	1.0	1.0
36	1.0	1.0
37	1.0	1.0
38	1.0	1.0
39	1.0	1.0
40	1.0	1.0
41	1.0	1.0
42	1.0	1.0
43	1.0	1.0
44	1.0	1.0
45	1.0	1.0
46	1.0	1.0
47	1.0	1.0
48	1.0	1.0
49	1.0	1.0
50	1.0	1.0
51	1.0	1.0
52	1.0	1.0
53	1.0	1.0
54	1.0	1.0
55	1.0	1.0
56	1.0	1.0
57	1.0	1.0
58	1.0	1.0
59	1.0	1.0
60	1.0	1.0
61	1.0	1.0
62	1.0	1.0
63	1.0	1.0
64	1.0	1.0
65	1.0	1.0
66	1.0	1.0
67	1.0	1.0
68	1.0	1.0
69	1.0	1.0
70	1.0	1.0
71	1.0	1.0
72	1.0	1.0
73	1.0	1.0
74	1.0	1.0
75	1.0	1.0
76	1.0	1.0
77	1.0	1.0
78	1.0	1.0
79	1.0	1.0
80	1.0	1.0
81	1.0	1.0
82	1.0	1.0
83	1.0	1.0
84	1.0	1.0
85	1.0	1.0
86	1.0	1.0
87	1.0	1.0
88	1.0	1.0
89	1.0	1.0
90	1.0	1.0
91	1.0	1.0
92	1.0	1.0
93	1.0	1.0
94	1.0	1.0
95	1.0	1.0
96	1.0	1.0
97	1.0	1.0
98	1.0	1.0
99	1.0	1.0
100	1.0	1.0

2.3 4	2.9 5	3.4 5	3.6 5	4.0 6	3.9 6	4.8 8	3.9 7
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U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAR.3, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	60.3	62.2	62.3	63.4	64.4	65.8	65.0	65.6	65.3	66.1	65.5	65.2	62.9	61.6	60.3	57.7

ABC TV

AVERAGE AUDIENCE	{
(Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

LAROUCHE
DEM CAMPAIGN

SLEDGE
HAMMER SPEC.
(R)

—ABC THURSDAY NIGHT MOVIE
BLUE THUNDER
(R)(PAE)

[illegible]

CBS TV

AVERAGE AUDIENCE	{
(Hhlds (000) & %)	
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

← TOUR OF DUTY → ← SIMON & SIMON → ← KNOTS LANDING →
(R) (PAE)

10,810				10,720			14,800			
12.2	11.6 *		12.7 *	12.1	11.6 *		12.5 *	16.7	16.6 *	16.8 *
19	18 *		19 *	18	18 *		19 *	28	27 *	28 *
11.4	11.8	12.9	12.5	11.6	11.6	12.2	12.8	16.4	16.3	16.9

NBC TV

AVERAGE AUDIENCE	{
(Hhlds (000) & %)	
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

BILL COSBY
SHOW

DAY BY DAY
SPCL

CHEERS

NIGHT COURT
(R)

← L.A. LAW →

[illegible]

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
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15.4	13.9	11.1	11.6	11.0	11.3	9.9	8.2
25	22	17	18	17	17	16	14

SUPERSTATIONS

	AVERAGE AUDIENCE SHARE AUDIENCE %
1	100
2	100
3	100
4	100
5	100
6	100
7	100
8	100
9	100
10	100
11	100
12	100
13	100
14	100
15	100
16	100
17	100
18	100
19	100
20	100
21	100
22	100
23	100
24	100
25	100
26	100
27	100
28	100
29	100
30	100
31	100
32	100
33	100
34	100
35	100
36	100
37	100
38	100
39	100
40	100
41	100
42	100
43	100
44	100
45	100
46	100
47	100
48	100
49	100
50	100
51	100
52	100
53	100
54	100
55	100
56	100
57	100
58	100
59	100
60	100
61	100
62	100
63	100
64	100
65	100
66	100
67	100
68	100
69	100
70	100
71	100
72	100
73	100
74	100
75	100
76	100
77	100
78	100
79	100
80	100
81	100
82	100
83	100
84	100
85	100
86	100
87	100
88	100
89	100
90	100
91	100
92	100
93	100
94	100
95	100
96	100
97	100
98	100
99	100
100	100

4.4 7	3.4 5	2.8 4	3.0 5	3.4 5	3.8 6	2.9 5	2.4 4
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PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6	2.1	3.0	3.1	3.2	3.0	1.9	1.5
3	3	5	5	5	5	3	3

CABLE ORIG.

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

6.1	7.0	5.7	6.6	6.9	6.0	6.0	5.1
10	11	9	10	11	9	10	9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5 4	3.1 5	3.0 5	3.5 5	3.5 5	3.3 5	3.1 5	2.9 5
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U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

EVE.FRI. MAR.4, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	55.5	56.8	57.0	57.7	58.1	59.6	59.6	60.1	59.9	60.5	60.5	59.8	57.2	56.6	55.2	53.2

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

PERFECT STRANGERS		FULL HOUSE	MR. BELVEDERE		THORNS (PAE)		$\longleftrightarrow \frac{20}{20} \text{ (PAE)}$		
12,490		12,580		11,960	8,330		10,450		
14.1		14.2		13.5	9.4		11.8		
24		24		22	16		21		
13.5	14.8	13.9	14.4	13.6 13.4	9.5 9.3		12.3	11.8 12.0	11.1

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

\longleftrightarrow BEAUTY & THE BEAST \longleftrightarrow				\longleftrightarrow DALLAS (PAE) \longleftrightarrow				\longleftrightarrow FALCON CREST \longleftrightarrow			
11,250				14,530				12,670			
12.7	12.2 *		13.3 *	16.4	15.6 *		17.1 *	14.3	14.5 *		14.1 *
21	21		22 *	27	26 *		28 *	26	25 *		26 *
12.1	12.3	13.0	13.6	15.1	16.2	17.2	17.0	14.5	14.5	14.4	13.8

NBC TV

AVERAGE AUDIENCE	{
(Hhlds (000) & %)	
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

← HIGHWAYMAN →			← MIAMI VICE →			← SONNY SPOON →		
11,610			12,850			10,900		
13.1	12.7 *		13.5 * 14.5	13.7 *		15.3 * 12.3	12.5 *	
22	22 *		23 * 24	23 *		25 * 22	22 *	12.1 *
12.2	13.1	13.6	13.5	13.5	13.9	15.4	15.3	12.2
							12.5	11.9

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1.0	1.0
2	1.0	1.0
3	1.0	1.0
4	1.0	1.0
5	1.0	1.0
6	1.0	1.0
7	1.0	1.0
8	1.0	1.0
9	1.0	1.0
10	1.0	1.0
11	1.0	1.0
12	1.0	1.0
13	1.0	1.0
14	1.0	1.0
15	1.0	1.0
16	1.0	1.0
17	1.0	1.0
18	1.0	1.0
19	1.0	1.0
20	1.0	1.0
21	1.0	1.0
22	1.0	1.0
23	1.0	1.0
24	1.0	1.0
25	1.0	1.0
26	1.0	1.0
27	1.0	1.0
28	1.0	1.0
29	1.0	1.0
30	1.0	1.0
31	1.0	1.0
32	1.0	1.0
33	1.0	1.0
34	1.0	1.0
35	1.0	1.0
36	1.0	1.0
37	1.0	1.0
38	1.0	1.0
39	1.0	1.0
40	1.0	1.0
41	1.0	1.0
42	1.0	1.0
43	1.0	1.0
44	1.0	1.0
45	1.0	1.0
46	1.0	1.0
47	1.0	1.0
48	1.0	1.0
49	1.0	1.0
50	1.0	1.0
51	1.0	1.0
52	1.0	1.0
53	1.0	1.0
54	1.0	1.0
55	1.0	1.0
56	1.0	1.0
57	1.0	1.0
58	1.0	1.0
59	1.0	1.0
60	1.0	1.0
61	1.0	1.0
62	1.0	1.0
63	1.0	1.0
64	1.0	1.0
65	1.0	1.0
66	1.0	1.0
67	1.0	1.0
68	1.0	1.0
69	1.0	1.0
70	1.0	1.0
71	1.0	1.0
72	1.0	1.0
73	1.0	1.0
74	1.0	1.0
75	1.0	1.0
76	1.0	1.0
77	1.0	1.0
78	1.0	1.0
79	1.0	1.0
80	1.0	1.0
81	1.0	1.0
82	1.0	1.0
83	1.0	1.0
84	1.0	1.0
85	1.0	1.0
86	1.0	1.0
87	1.0	1.0
88	1.0	1.0
89	1.0	1.0
90	1.0	1.0
91	1.0	1.0
92	1.0	1.0
93	1.0	1.0
94	1.0	1.0
95	1.0	1.0
96	1.0	1.0
97	1.0	1.0
98	1.0	1.0
99	1.0	1.0
100	1.0	1.0

14.1	12.9	10.5	10.2	9.4	9.0	8.9	7.5
25	22	18	17	16	15	16	14

SUPERSTATIONS

	AVERAGE AUDIENCE SHARE	AUDIENCE %
1	10.0	10.0
2	9.0	9.0
3	8.0	8.0
4	7.0	7.0
5	6.0	6.0
6	5.0	5.0
7	4.0	4.0
8	3.0	3.0
9	2.0	2.0
10	1.0	1.0
11	0.5	0.5
12	0.2	0.2
13	0.1	0.1
14	0.0	0.0
15	0.0	0.0
16	0.0	0.0
17	0.0	0.0
18	0.0	0.0
19	0.0	0.0
20	0.0	0.0
21	0.0	0.0
22	0.0	0.0
23	0.0	0.0
24	0.0	0.0
25	0.0	0.0
26	0.0	0.0
27	0.0	0.0
28	0.0	0.0
29	0.0	0.0
30	0.0	0.0
31	0.0	0.0
32	0.0	0.0
33	0.0	0.0
34	0.0	0.0
35	0.0	0.0
36	0.0	0.0
37	0.0	0.0
38	0.0	0.0
39	0.0	0.0
40	0.0	0.0
41	0.0	0.0
42	0.0	0.0
43	0.0	0.0
44	0.0	0.0
45	0.0	0.0
46	0.0	0.0
47	0.0	0.0
48	0.0	0.0
49	0.0	0.0
50	0.0	0.0
51	0.0	0.0
52	0.0	0.0
53	0.0	0.0
54	0.0	0.0
55	0.0	0.0
56	0.0	0.0
57	0.0	0.0
58	0.0	0.0
59	0.0	0.0
60	0.0	0.0
61	0.0	0.0
62	0.0	0.0
63	0.0	0.0
64	0.0	0.0
65	0.0	0.0
66	0.0	0.0
67	0.0	0.0
68	0.0	0.0
69	0.0	0.0
70	0.0	0.0
71	0.0	0.0
72	0.0	0.0
73	0.0	0.0
74	0.0	0.0
75	0.0	0.0
76	0.0	0.0
77	0.0	0.0
78	0.0	0.0
79	0.0	0.0
80	0.0	0.0
81	0.0	0.0
82	0.0	0.0
83	0.0	0.0
84	0.0	0.0
85	0.0	0.0
86	0.0	0.0
87	0.0	0.0
88	0.0	0.0
89	0.0	0.0
90	0.0	0.0
91	0.0	0.0
92	0.0	0.0
93	0.0	0.0
94	0.0	0.0
95	0.0	0.0
96	0.0	0.0
97	0.0	0.0
98	0.0	0.0
99	0.0	0.0
100	0.0	0.0

4.1	3.0	2.4	2.3	2.0	1.7	1.9	1.4
7	5	4	4	3	3	3	3

PBS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1.0	1.0
2	1.0	1.0
3	1.0	1.0
4	1.0	1.0
5	1.0	1.0
6	1.0	1.0
7	1.0	1.0
8	1.0	1.0
9	1.0	1.0
10	1.0	1.0
11	1.0	1.0
12	1.0	1.0
13	1.0	1.0
14	1.0	1.0
15	1.0	1.0
16	1.0	1.0
17	1.0	1.0
18	1.0	1.0
19	1.0	1.0
20	1.0	1.0
21	1.0	1.0
22	1.0	1.0
23	1.0	1.0
24	1.0	1.0
25	1.0	1.0
26	1.0	1.0
27	1.0	1.0
28	1.0	1.0
29	1.0	1.0
30	1.0	1.0
31	1.0	1.0
32	1.0	1.0
33	1.0	1.0
34	1.0	1.0
35	1.0	1.0
36	1.0	1.0
37	1.0	1.0
38	1.0	1.0
39	1.0	1.0
40	1.0	1.0
41	1.0	1.0
42	1.0	1.0
43	1.0	1.0
44	1.0	1.0
45	1.0	1.0
46	1.0	1.0
47	1.0	1.0
48	1.0	1.0
49	1.0	1.0
50	1.0	1.0
51	1.0	1.0
52	1.0	1.0
53	1.0	1.0
54	1.0	1.0
55	1.0	1.0
56	1.0	1.0
57	1.0	1.0
58	1.0	1.0
59	1.0	1.0
60	1.0	1.0
61	1.0	1.0
62	1.0	1.0
63	1.0	1.0
64	1.0	1.0
65	1.0	1.0
66	1.0	1.0
67	1.0	1.0
68	1.0	1.0
69	1.0	1.0
70	1.0	1.0
71	1.0	1.0
72	1.0	1.0
73	1.0	1.0
74	1.0	1.0
75	1.0	1.0
76	1.0	1.0
77	1.0	1.0
78	1.0	1.0
79	1.0	1.0
80	1.0	1.0
81	1.0	1.0
82	1.0	1.0
83	1.0	1.0
84	1.0	1.0
85	1.0	1.0
86	1.0	1.0
87	1.0	1.0
88	1.0	1.0
89	1.0	1.0
90	1.0	1.0
91	1.0	1.0
92	1.0	1.0
93	1.0	1.0
94	1.0	1.0
95	1.0	1.0
96	1.0	1.0
97	1.0	1.0
98	1.0	1.0
99	1.0	1.0
100	1.0	1.0

1.9 3	2.0 3	3.0 5	2.7 5	2.2 4	2.3 4	2.0 4	2.0 4
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CABLE ORIG.

	AVERAGE AUDIENCE	SHARE AUDIENCE %
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5.9	6.4	6.7	6.5	6.5	6.9	6.5	6.1
10	11	11	11	11	11	11	11

PAY SERVICES

	AVERAGE AUDIENCE SHARE AUDIENCE %
1	100
2	100
3	100
4	100
5	100
6	100
7	100
8	100
9	100
10	100
11	100
12	100
13	100
14	100
15	100
16	100
17	100
18	100
19	100
20	100
21	100
22	100
23	100
24	100
25	100
26	100
27	100
28	100
29	100
30	100
31	100
32	100
33	100
34	100
35	100
36	100
37	100
38	100
39	100
40	100
41	100
42	100
43	100
44	100
45	100
46	100
47	100
48	100
49	100
50	100
51	100
52	100
53	100
54	100
55	100
56	100
57	100
58	100
59	100
60	100
61	100
62	100
63	100
64	100
65	100
66	100
67	100
68	100
69	100
70	100
71	100
72	100
73	100
74	100
75	100
76	100
77	100
78	100
79	100
80	100
81	100
82	100
83	100
84	100
85	100
86	100
87	100
88	100
89	100
90	100
91	100
92	100
93	100
94	100
95	100
96	100
97	100
98	100
99	100
100	100

2.3 4	2.4 4	3.7 6	3.6 6	4.7 8	5.1 8	5.4 9	5.1 9
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U.S. TV HOUSEHOLDS:	88,600,000
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For explanation of symbols, See page B.

A-12 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. MAR. 5, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	47.6	48.7	50.2	52.1	56.4	56.9	58.0	58.8	59.1	59.4	58.4	57.9	55.4	54.4	53.1	51.8	47.6	44.4
ABC TV	(PAE)																	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

EVE.SAT. MAR.5, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	39.9	36.9	34.1	32.3	29.2	26.2	23.0	21.1	19.2	17.4	15.6	14.0	12.8	11.6				

ABC TV

(1)

AVERAGE AUDIENCE {
 (Hhlds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

2,130
 2.4
 7
 2.4

CBS TV

AVERAGE AUDIENCE {
 (Hhlds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

NBC TV

← SATURDAY NIGHT →
 (11:30-12:56)(PAE)

AVERAGE AUDIENCE {
 (Hhlds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

5,850
 6.6 7.3 * 6.4 *
 20 19 * 19 *
 7.6 7.0 6.2 6.5 6.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
 SHARE AUDIENCE %

8.4 7.4 6.3 5.4 4.8 3.6 3.1
 22 22 23 25 26 24 25

SUPERSTATIONS

AVERAGE AUDIENCE
 SHARE AUDIENCE %

1.8 1.9 1.4 1.2 0.9 0.8 0.7 ^
 5 6 5 5 5 5 6 ^

PBS

AVERAGE AUDIENCE
 SHARE AUDIENCE %

1.8 1.4 1.1 0.7 ^ 0.6 ^ 0.4 ^ 0.4 ^
 5 4 4 3 ^ 3 ^ 3 ^ 3 ^

CABLE ORIG.

AVERAGE AUDIENCE
 SHARE AUDIENCE %

4.6 4.1 3.5 2.8 2.4 2.1 1.8
 12 12 13 13 13 14 15

PAY SERVICES

AVERAGE AUDIENCE
 SHARE AUDIENCE %

5.0 5.0 4.4 3.6 3.0 2.6 2.0
 13 15 16 16 16 18 16

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

A-16 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.6, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	56.8	59.2	61.1	63.4	64.6	66.2	66.8	67.4	66.4	66.4	65.5	64.7	63.1	62.1	60.8	57.1	47.6	41.9

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	←DISNEY SUNDAY MOVIE 14 GOING ON 30, PT. 1				←SUPERCARRIER (PAE)				←ABC SUNDAY NIGHT MOVIE LONGARM (PAE)									
{ % %	8,240				13,290					10,900								
	9.3	8.3	*		10.3	*	15.0	13.4	*	15.3	*	16.2	*	12.3	12.6	*	12.5	*
	15	14	*		17	*	23	20	*	23	*	24	*	20	19	*	20	*
	7.9	8.7	9.8	10.8	13.0	13.8	14.9	15.6	16.5	16.0	12.7	12.4	12.7	12.3	12.0	11.4		

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← 60 MINUTES			← MURDER, SHE WROTE (R)			← CBS SUNDAY MOVIE SIDE BY SIDE (PAE)											
{ % %	18,610				16,210				10,990									
	21.0	20.4 *		21.6 *	18.3	18.1 *		18.5 *	12.4	13.0 *		12.5 *			12.1 *		11.9 *	
	35	35 *		35 *	28	28 *		28 *	20	20 *		19 *			19 *		20 *	
	19.3	21.4	21.8	21.5	18.2	17.9	18.7	18.3	13.5	12.6	12.7	12.3	12.1	12.0	12.0	11.8		

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	← OUR HOUSE →				FAMILY TIES		DAY BY DAY		← NBC SUNDAY NIGHT MOVIE IN THE HEAT OF THE NIGHT →										
{ % %	9,130				15,950		15,330		16,570										
	10.3	9.6	*		11.0	*	18.0	17.3	18.7	*	18.1	*	18.5	*		18.6	*	19.4	*
	17	17	*		18	*	28	26	30	*	27	*	28	*		30	*	33	*
	9.0	10.2	10.6		11.5		16.9	19.0	17.0	17.5	17.9	18.4	18.6	18.4	18.5	18.8	19.4	19.3	

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

	12.6		13.2		10.7		11.9		11.0		10.7		8.4		6.7		6.1
	22		21		16		18		17		16		13		11		14

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.7		2.8		3.0		3.4		2.5		2.2		1.9		1.5		1.3
	5		4		5		5		4		3		3		3		3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.5		2.1		3.1		3.2		2.9		3.0		2.5		2.0		1.7
	4		3		5		5		4		5		4		3		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	5.7		5.5		5.1		4.9		5.4		5.2		4.4		4.3		3.5
	10		9		8		7		8		8		7		7		8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	3.4		3.5		4.2		3.9		7.5		8.7		9.5		8.1		4.9
	6		6		6		6		11		13		15		14		11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

EVE.SUN. MAR.6, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	33.7	29.4	25.1	22.7	19.6	17.8	15.7	13.6	12.0	10.5	9.0	7.9	7.1	6.6				

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(1)

1,770
2.0
11
2.0

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS
SUNDAY
NEWS

2,130
2.4
7
2.4

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(2) (PAE)

1,680
1.9
6
1.9

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.4 4.5 3.7 2.5 1.7 1.5 1.3
17 19 20 17 15 18 19

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1 1.1 1.0 0.7 0.6 0.5 0.5
3 5 5 5 ^ 5 ^ 6 ^ 7 ^

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7 1.1 0.6 0.4 0.2 << 0.1
5 5 3 ^ 3 ^ 2 ^ << 1 v

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.8 2.5 2.3 1.8 1.5 1.4 1.0
12 10 12 12 13 17 15

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.0 3.4 3.3 2.9 2.2 1.3 1.2
13 14 18 20 20 15 18

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SUN, ABC, (1:30-1:45)
(2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.4	10.3	13.0	15.7	18.8	21.1	22.1	22.5	22.7	22.9	22.9	23.0	23.7	24.2	24.3	24.6	23.1	23.4

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)	GOOD MORNING AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)
	1,220		1,970	3,760	4,150
	1.4		2.2	4.2	4.7
	13		14	19	20
	1.4		2.2	4.3	4.6
				4.2	4.7

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS MORNING NEWS- 6:30AM	CBS THIS MORNING-A (SUS)	CBS THIS MORNING-1	CBS THIS MORNING-B (SUS)	CBS THIS MORNING-2	BLACKOUT
1,350		2,130		2,200	1,830
1.5		2.4		2.5	2.1
13		11		11	9
1.4	1.6	2.5	2.3	2.4	2.0
				2.6	2.1

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NBC NEWS AT SUNRISE (PAE)	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)	TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)	SALE OF THE CENTURY
1,950	4,250	4,520	2,780
2.2	4.8	5.1	3.1
20	21	22	13
1.9	4.8	5.1	3.0
2.5	4.9	5.0	3.2

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	3.8	6.4	7.3	6.9	6.4	5.1	5.1	5.3
18	27	32	33	30	28	21	21	23

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7	1.4	2.1	2.2	2.0	1.9	1.6	1.7	1.7
7	10	11	10	9	8	7	7	7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	0.2	0.5	0.8	1.2	1.3	1.4	1.5	1.2
1	1	3	4	5	6	6	6	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2	1.4	1.9	1.9	2.1	2.1	2.2	2.4	2.5
12	10	9	8	9	9	9	10	11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7	0.7	0.9	1.0	0.9	0.7	0.8	0.8	0.8
7	5	4	4	4	3	3	3	4

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	23.6	23.7	23.4	24.1	24.0	24.7	26.0	27.2	27.7	28.6	29.8	30.3	29.7	29.6	28.8	29.3	29.4	30.1

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS? M-F

HOME

RYAN'S HOPE

LOVING

←ALL MY CHILDREN→

←ONE LIFE TO LIVE (PAE)→

2,910
3.3
14
3.2

3.4

2,370
2.7
11
2.7

2.7

2,220
2.5
9
2.4

2.6

3,720
4.2
15
4.1

4.4

7,000
7.9
26
7.2

7.9

7.5 *

25 *

8.2

7,110
* 8.0
27
7.8

28 *

7.9 *

27 *

8.0

8.1 *

27 *

8.2

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NEW CARD SHARKS

PRICE IS RIGHT 1

PRICE IS RIGHT 2 (PAE)

←YOUNG AND THE RESTLESS→

BOLD AND THE BEAUTIFUL

←AS THE WORLD TURNS→

2,620
3.0
13
2.8

3.2

4,450
5.0
21
4.7

5.2

5,620
6.3
26
6.1

6.6

7,300
8.2
29
7.7

7.9
29
8.1

*
*
8.5

8.6
30
8.6

* 5.6
* 19
5.7

5.6

6,060
6.8
23
6.6

6.7
23
6.8

*
*
6.9

7.0
23
7.0

*
*
7.0

*
*
7.0

*
*
7.0

*
*
7.0

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CLASSIC CONCENTRATION

WHEEL OF FORTUNE

WIN, LOSE OR DRAW

SUPER PASSWORD

SCRABBLE

←DAYS OF OUR LIVES→

←ANOTHER WORLD (PAE)→

3,150
3.6
15
3.5

3.6

4,820
5.4
22
5.3

5.6

4,020
4.5
19
4.5

4.6

3,070
3.5
13
3.4

3.5

3,720
4.2
15
4.1

4.3

6,260
7.1
24
6.8

6.8
23
6.9

*
*
7.2

7.3
24
7.3

4,430
* 5.0
17
5.1

5.0
17
4.9

*
*
5.0

5.0
17
5.1

*
*
5.1

*
*
5.1

*
*
5.1

*
*
5.1

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.2
22

4.6
20

4.9
20

5.1
19

5.6
20

5.1
17

5.4
18

5.7
19

5.9
20

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7
7

1.6
7

1.7
7

1.7
6

1.9
7

1.6
5

1.5
5

1.7
6

1.7
6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1
5

0.8
3

0.8
3

0.9
3

0.9
3

0.8
3

0.8
3

0.6
2

0.6
2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5
11

2.5
10

2.3
9

2.4
9

2.5
9

2.6
9

2.6
9

2.7
9

3.0
10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.9
4

0.9
4

1.0
4

1.1
4

1.1
4

0.9
3

0.9
3

0.9
3

0.9
3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	30.2	30.9	31.6	32.9	33.3	35.6	37.2	38.9	39.7	41.8	43.5	45.6	51.2	53.3	55.0	57.3

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← GENERAL HOSPITAL →

(PAE)

ABC WORLD
NEWS TONIGHT

7,780															9,960	
8.8	8.7	*		8.8	*										11.2	
28	29	*		28	*										20	
8.7	8.8		8.8	8.8											11.0	11.5

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← GUIDING LIGHT
(PAE) →CBS EVENING
NEWS-RATHER

5,990															10,010	
6.8	6.7	*		6.8	*										11.3	
22	22	*		21	*										21	
6.7	6.7		6.8	6.8											11.1	11.4

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← SANTA BARBARA →

NBC NIGHTLY
NEWS

4,020															8,470	
4.5	4.5	*		4.7	*										9.6	
15	15	*		15	*										17	
4.5	4.4		4.6	4.8											9.5	9.7

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.5		7.7		8.9		10.4		11.4		12.7		14.4		16.1
21		24		26		27		28		29		27		29

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8		2.1		2.4		2.6		3.0		3.2		3.0		3.4
6		7		7		7		7		7		6		6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6		0.7		1.0		1.1		1.1		1.2		1.1		1.2
2		2		3		3		3		3		2		2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.5		3.6		3.7		4.1		4.1		4.1		4.5		5.4
11		11		11		11		10		9		9		10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0		1.0		1.1		1.0		1.1		1.3		1.8		2.2
3		3		3		3		3		3		3		4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	9.0	10.5	12.7	15.0	17.3	19.6	21.9	23.7	26.0	28.0	29.0	30.3	31.1	31.2	30.9	31.3	31.3	31.2

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LITTLE CLOWNS-ALL HAPPYTOWN	MY PET MONSTER	LITTLE WIZARDS	REAL GHOSTBUSTERS	REAL GHOSTBUSTERS	BUGS BUNNY & TWEETY SHOW
1,950	3,010	3,720	3,540	4,780	4,780
2.2	3.4	4.2	4.0	5.4	5.4
12	15	16	14	17	17
1.9	2.4	3.1	3.6	5.4	5.3

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES	MUPPET BABIES	MUPPET BABIES	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
2,300	3,810	5,050	5,230	6,200	4,160	3,900
2.6	4.3	5.7	5.9	7.0	4.7	4.4
13	19	22	20	23	16	14
2.5	2.8	4.0	5.4	6.9	4.9	4.5

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FRAGGLE ROCK (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	GUMMI BEARS
3,100	3,900	5,140	5,940	5,320	5,400	4,780
3.5	4.4	5.8	6.7	6.0	6.1	5.4
19	19	21	23	19	20	17
3.2	3.8	4.1	6.8	6.0	6.0	5.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8	4.0	4.5	4.8	4.7	5.3	6.0	6.8	7.1
29	29	24	21	17	18	19	22	23

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1	1.5	1.5	1.8	1.6	1.6	1.2	1.4	1.8
11	11	8	8	6	5	4	5	6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.2	0.3	0.6	0.8	1.1	1.6	1.8	1.7	1.7
2	2	3	4	4	5	6	5	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.4	2.9	3.7	4.2	4.3	4.0	4.5	4.7
19	17	16	16	16	15	13	14	15

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3	1.5	1.8	1.9	2.2	2.2	2.6	2.9	3.0
13	11	10	8	8	7	8	9	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	30.7	30.5	29.5	29.5	29.2	29.5	29.2	29.2	29.7	29.9	30.8	30.8	30.5	30.1	30.9	31.9	32.2	32.7
ABC TV	FLINTSTONE KIDS		ANIMAL CRACK-UPS		HEALTH SHOW(B)		CHRYSLER GOLF INVIT.-SAT						PRO BOWLERS TOUR (3:00-4:32)(PAE)					
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 3,810		3,540		1,420		1,590								3,720			
SHARE AUDIENCE %	4.3		4.0		1.6		1.8	2.0 *		2.0 *		1.6 *		1.6 *	4.2	3.4 *		4.3 *
AVG. AUD. BY 1/4 HR	% 4.3	4.3	4.1	3.8	1.8	1.4	2.2	1.9	2.2	1.9	1.7	1.6	1.6	1.6	3.1	3.7	4.2	4.4
CBS TV	DENNIS THE MENACE		WOMEN'S HARD COURT CHAMPS LYNDY CARTER/MAYBELLINE						DORAL OPEN-SAT-RYDER									
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 3,100		1,420							2,480								
SHARE AUDIENCE %	3.5		1.6	1.4 *		1.5 *		1.8 *		1.5 *	2.8	2.4 *		2.7 *		3.1 *		3.0 *
AVG. AUD. BY 1/4 HR	% 3.6	3.4	1.7	1.2	1.4	1.7	1.9	1.7	1.6	1.5	2.3	2.4	2.6	2.8	3.0	3.1	3.3	2.6
NBC TV	NEW ARCHIES		FOOFUR (PAE)		I'M TELLING		NBC COLLEGE BSKBL SAT LOUISVILLE VS DEPAUL (2:30-4:32)(PAE)											
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 4,520		3,460		2,040								2,300					
SHARE AUDIENCE %	5.1		3.9		2.3								2.6	2.6 *		2.5 *		2.6 *
AVG. AUD. BY 1/4 HR	% 5.2	5.1	3.7	4.1	2.3	2.3							2.7	2.5	2.5	2.5	2.5	2.8
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	7.6		8.3		9.5		9.9		10.0		10.0		10.2		10.1		10.5	
SHARE AUDIENCE %	25		28		32		34		34		32		34		32		32	
SUPERSTATIONS																		
AVERAGE AUDIENCE	2.3		2.6		3.0		3.0		3.0		2.9		2.6		2.3		2.1	
SHARE AUDIENCE %	8		9		10		10		10		9		9		7		6	
PBS																		
AVERAGE AUDIENCE	2.0		1.8		1.6		2.0		1.7		2.1		2.2		2.6		2.6	
SHARE AUDIENCE %	7		6		5		7		6		7		7		8		8	
CABLE ORIG.																		
AVERAGE AUDIENCE	4.9		5.4		5.6		6.3		6.6		6.9		6.3		5.9		6.2	
SHARE AUDIENCE %	16		18		19		22		22		22		21		19		19	
PAY SERVICES																		
AVERAGE AUDIENCE	2.4		2.5		2.9		2.2		2.2		2.4		2.6		3.2		3.0	
SHARE AUDIENCE %	8		8		10		8		7		8		9		10		9	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	32.7	33.5	33.9	34.5	35.0	36.0	37.3	39.1	41.8	43.5	45.0	46.3						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

PRO BOWLERS
TOUR
(4:32-5:00)(PAE)

← ABC WIDE WORLD-SPORTS SAT
(4:32-6:00)(PAE) →

ABC WRLD NEWS
TONIGHT-SAT

4,340
4.9 * 4.9
14 * 13
4.7 5.1 4.6 4.6 5.0 5.0 4.9 5.0

5,400
6.1
13
6.1 6.1

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← CBS NCAA BASKETBALL-SAT
MICHIGAN VS PURDUE
(4:00-6:03) →

CBS SAT. NEWS-
SCHIEFFER

3,540
4.0 2.9 * 3.9 * 4.3 * 4.8 *
11 9 * 11 * 12 * 13 *
2.8 3.1 4.0 3.9 4.2 4.5 4.6 5.0 5.3

5,490
6.2
13
6.0 6.3

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

(1)

← WOMEN'S KEMPER OPEN-SAT
(4:32-6:00)(PAE) →

NBC NIGHTLY
NEWS-SAT.

1,860
2.8 2.1 * 2.0 * 2.1 * 2.2 *
8 * 6 * 6 * 6 *
3.0 2.7 2.0 2.0 2.1 2.1 2.1 2.4

6,290
7.1
15
6.9 7.3

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.4 11.6 11.2 12.3 12.5 14.4
31 34 32 32 29 32

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0 2.0 2.4 3.1 3.4 4.3
6 6 7 8 8 9

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7 2.6 2.8 3.0 2.8 2.7
8 8 8 8 7 6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.2 6.9 7.5 7.7 7.6 6.5
19 20 21 20 18 14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0 2.8 3.3 3.1 3.1 3.5
9 8 9 8 7 8

U.S. TV HOUSEHOLDS: 88,600,000
(1) NBC COLLEGE BSKBL SAT, LOUISVILLE VS DEPAUL, (PAE), NBC, (2:30-4:32)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.8	7.7	9.6	11.4	14.3	16.7	19.1	21.5	23.8	25.9	27.3	28.1	28.6	29.1	29.1	28.7	29.1	29.8

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,630															2,220
4.1															2.5
15															8
3.1															2.7

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,680															
1.9															
9															
1.4															

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9															
26															

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.5															
7															

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1															
1															

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6															
22															

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0															
14															

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	30.3	30.3	30.3	31.0	31.6	31.4	31.3	32.2	32.3	32.7	32.8	33.5	34.4	34.6	34.3	34.3	34.4	34.6

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

←CHRYSLER GOLF INVIT.-SUN

3,190				710							1,950							
3.6	3.4 *			3.7 *	0.8						2.2	1.9 *		2.4 *		2.4 *		2.3 *
12	11 *			12 *	3						6	6 *		7 *		7 *		7 *
3.4	3.4	3.7		3.7	0.8	0.9					1.9	1.9	2.3	2.5	2.3	2.4	2.7	1.9

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

←CBS NCAA BASKETBALL-SUN
PITTSBURGH VS SYRACUSE
(12:00-2:10)(PAE)←NBA ON CBS
LA LAKERS VS DALLAS
(2:10-4:30)(PAE)

4,340											4,700							
4.9	3.7 *			5.1 *			4.9 *			5.3 *	5.3	5.2 *		5.0 *		5.1 *		5.8 *
16	12 *			17 *			15 *			16 *	15	16 *		14 *		15 *		17 *
3.3	4.1	5.2		5.1	4.7	5.0	5.1	5.5	4.9	5.3	5.0	5.3	5.0	5.0	4.7	5.4	5.7	6.0

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

←NBC COLLEGE BSKBL SUN
NORTH CAROLINA VS DUKE
(1:00-3:20)(PAE)SPORTSWORLD
(3:20-4:07)(PAE)

2,840															2,660			
3.2	2.0 *						2.7 *			2.9 *		4.2 *		3.0		3.1 *		
10	6 *						8 *			9 *		12 *		9		9		
1.8	2.3	2.7				2.6	2.6	3.3	4.0	4.3	4.7	2.9	3.2	3.1				

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.3		11.0		10.9		10.9		10.2		10.3		10.5		11.1		10.6		
37		36		35		34		31		31		30		32		31		

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2		3.1		3.2		3.6		3.1		3.1		3.1		3.6		2.4		
11		10		10		11		10		9		9		10		7		

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9		1.8		1.9		2.0		1.8		1.7		1.7		1.4		1.5		
6		6		6		6		6		5		5		4		4		

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.7		6.6		6.7		7.3		7.4		7.6		7.5		7.0		7.6		
19		21		21		23		23		23		22		20		22		

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3		2.6		2.4		2.3		2.5		2.7		2.6		2.6		2.6		
11		8		8		7		8		8		8		8		8		

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	33.9	34.9	35.3	36.2	37.2	37.8	38.8	40.6	43.5	45.5	47.1	49.1						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	3,460															4,780	3,630
	3.9	2.7	*		3.8	*		4.2	*		4.7	*		4.6	*	5.4	* 4.1
	10	8	*		11	*		11	*		12	*		11	*	11	* 8
%	2.1	3.2	3.7		3.9	4.1		4.4	4.7		4.7	4.7		4.6		5.4	4.1

ABC COLLEGE BSKTRL SPEC
IOWA VS ILLINOIS/FLORIDA VS LSU
(4:00-6:18)

(1) (2)

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

			4,520							6,820								
		5.3	* 5.1		4.7	*		5.2	*		5.4	*		7.7				
		15	* 14		13	*		14	*		14	*		16				
	6.1	4.6	4.7		4.8	5.4		5.1	5.3		5.5			7.2	8.3			

NBA ON CBS
LA LAKERS VS
DALLAS (2:10-
4:30)(PAE)

DORAL OPEN-SUN-RYDER

CBS EVENING
NEWS-SUNDAY

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	1,950													5,940				
	2.2	2.4	*		2.1	*		2.0	*		2.4	*		6.7				
	6	7	*		6	*		5	*		6	*		13				
	2.3	2.4	2.2		2.1	2.0		1.9	2.1		2.8			6.5	6.9			

WOMEN'S KEMPER OPEN-SUN
(4:07-6:00)(PAE)

NBC NIGHTLY
NEWS-SUN

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	11.4		11.9		12.3		12.5		12.6		13.4	
SHARE AUDIENCE %	33		33		33		31		28		28	

SUPERSTATIONS

AVERAGE AUDIENCE	2.6		2.6		3.0		2.6		2.7		2.8	
SHARE AUDIENCE %	8		7		8		7		6		6	

PBS

AVERAGE AUDIENCE	1.9		2.4		2.8		2.8		2.6		2.5	
SHARE AUDIENCE %	6		7		7		7		6		5	

CABLE ORIG.

AVERAGE AUDIENCE	7.5		6.9		6.9		7.3		7.0		6.6	
SHARE AUDIENCE %	22		19		18		18		16		14	

PAY SERVICES

AVERAGE AUDIENCE	2.7		3.3		4.0		4.5		4.8		5.1	
SHARE AUDIENCE %	8		9		11		11		11		11	

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WRLD NEWS TONIGHT-SUN, (PAE), ABC, (6:30-6:42)
(2) ABC WRLD NEWS TONIGHT-SUN, (B), (PAE), ABC, (6:42-7:00)

For explanation of symbols, See page B.